

AMERICAN

IN THIS ISSUE • CONVENTION SPEECHES
EDITOR'S COLUMN • THE LOOKOUT
JAN 10 1956

FORESTRY

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

Forestry



JANUARY 1956

(J. Belden)



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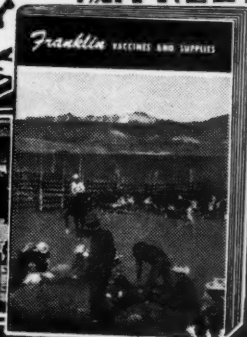
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Letters TO THE EDITOR

DELEGATE TO THE "FIRST"—My father, mother and I were in St. Louis in November, 1884, for the first National Cattlemen's convention and banquet at the Lindell Hotel—so will you please tell me how the convention to be held at New Orleans Jan. 9-11, 1956, is the 59th?

In the Roundup of Historical Marvericks: A letter from A. M. Jackson, Sioux City, Ia., to J. H. McIntosh, Split Rock, Wyo., dated July 6, 1935, says: "I believe that probably I am the only man alive who attended this convention." Jackson wrote that the convention was 51 years ago, so he was mistaken then, as now, 20 years later, I am still alive. To quote Mark Twain: The rumor of my death was greatly exaggerated.—**Geo. H. Nagle**, Laramie County, Wyo.

(Note: The convention about which Mr. Nagle writes in the above letter to Robt. Hanesworth, secretary of the Wyoming association, was the first such gathering of national importance. Meetings then lapsed for a time; the National did not actually jell into a permanent association until the meeting of

the National Live Stock Association in Denver on Jan. 25, 1898.—Ed.)

GOOD PRECIP—We've had some real good storms this month and are above normal for December in precipitation. Talked to Roy Bankofier this morning; he said his summer range in California Sierra country received 4 inches of rain, so things are looking up precipitation-wise. Now, if we can just get the beef consumed so the prices of cattle are more in line with everything else, maybe the cowman can start smiling.—**Samuel C. McMullen**, secretary, Nevada State Cattle Assn., Elko.

APPRECIATED—If my support can be of any assistance to the work of the association and benefit the beef cattle industry, I am pleased to help you.—**Everett M. Eldred**, Sheridan County, Nebr.

WELCOME INTO MEMBERSHIP—I have subscribed to the American Cattle Producer for four years but am not a member of the association. Would like to join; am only 17 years old and do not own any stock.—**Robert M. Hawkins**, San Diego County, Calif.

ALL SHOULD HELP—I am well aware of the fact that we could not get along at all, without the American National Cattlemen's Association. Neither could thousands of other big outfits that have never put a dime into it, but

are just riding along on the good work you are doing with the dues and donations of those who are willing to pay.—**Sherman Swope**, Wheatland County, Wyo.

COLD—We had a good crop this year. Plenty of hay and an excellent corn crop. November this year was the fourth coldest November on record. December has also been cold—about 10 degrees below normal most of the time. It has been down to 23 below zero. Have had snow on the ground since the middle of November. Trucks from Iowa, South Dakota and as far as Texas have come here to buy oats and corn.—**Leslie Ellingson**, Brooten, Minn.

FROM A SOUTH DAKOTA MEMBER—Certainly do agree that the American National is right in protesting Benson's land bank program as it is designed at the present time. As for solving the small grain farmer's plight, (Continued on Page 34)

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VOL. 37, NO. 8 JANUARY, 1956

(Published monthly at 801 E. 17th Ave., Denver, Colorado, by American National Live-Stock Association Publishing Company. Entered as second-class matter June 11, 1919, at Post Office, Denver, under Act of March 3, 1879. Application for re-entry at Lincoln, Nebr., pending. Acceptance for mailing at special postage provided for in Section 1103, Act of October 3, 1917, authorized on September 21, 1921. Subscription price: U. S. \$2 a year; Canada and foreign, \$2.50.

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The Lookout

Meat production has probably passed its seasonal peak, says the Agricultural Marketing Service, and output will decrease this winter though still continuing large. Slaughter of both fed cattle and hogs will be above a year earlier and their prices, while likely to strengthen moderately, will remain below last winter.

Slaughter under federal inspection in November was around 18 per cent above November 1954 and nearly equal its 1943 record for the month; slaughter rose further to a weekly peak in early December.

Marketings of fed cattle have been large. The number of cattle on feed Oct. 1 was 19 percent above a year earlier, and a large part was scheduled for market during the last quarter of the year. The recovery in fed cattle prices will likely be moderate because of the substantial supply remaining to be marketed this winter.

Prices of cattle and hogs steadied in the first half of December after declining sharply in November under pressure of heavy supplies. Price declines for cattle and hogs accounted for most of the October-November decline in average prices received by farmers. Slaughter of hogs in November under federal inspection was up more than a tenth from October, and nearly a fifth larger than in November last year. It will decrease in the weeks ahead and prices are expected to strengthen seasonally, but slaughter will remain relatively large for several months.

Market prices of feed grains and some of the by-product feeds advanced in the first half of December after declining during October and much of November. The mid-November index of prices received by farmers for feed grains was 20 per cent lower than a year earlier and the November index of wholesale prices of high-protein feeds was 18 per cent lower.

Feed concentrate supplies increased to a new high this year, estimated in November at 197 million tons—9 per cent larger than in 1954-55. The total supply appears adequate to provide our increasing livestock population with an average rate of feeding per animal unit, meet other domestic and export requirements and leave a little larger carryover at the close of the 1955-56 season. Carryover stocks of feed grains have increased in each of the past three years and the record carryover of 39 million tons in 1955 was nearly double that of 1952. About three-fourths of these carryover stocks were under loan or owned by CCC.

Economic activity of the nation in the closing months of 1955 will be at the highest levels of the year. Employment is at near-record levels and consumer income after taxes in the last quarter apparently is continuing around 7 per cent above a year earlier. Consumer spending is likely to rise further in response to record incomes.

Consumer incomes continued to rise in the final quarter of 1955. Personal income payments in October were at an annual rate of \$309½ billion, compared with an average of \$306 billion for the third quarter.

Boom conditions continue in most segments of the nonfarm economy. Economic activity expanded further in the final quarter of 1955 to the highest total of the year. Industrial output is holding at peak rates, about 13 per cent above a year earlier.

Investment by business firms in new plant and equipment is estimated at an annual rate of \$30.9 billion for the fourth quarter and is expected to rise to a rate of \$31.6 billion in the opening quarter of 1956, according to a recent joint survey of the Department of Commerce and the Securities and Exchange Commission. This up-trend in investment spending is expected to continue well into 1956.

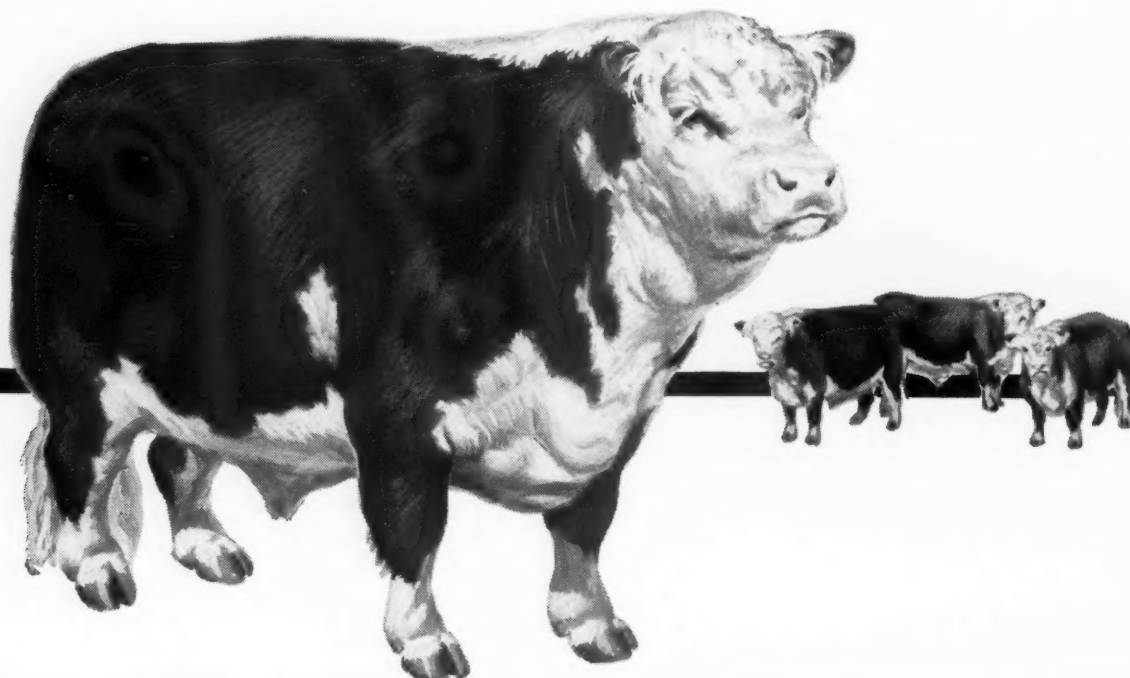
Biggest investment increases in coming months are anticipated for railroads, which expect to step up heavy investment from current levels by 23 per cent during the January-March period. Scheduled investment by railroads in the first quarter of 1956 is some 55 per cent above the average for 1955.

Agricultural exports during July-October totaled over \$1 billion, or 13 per cent above the same period last year. Value increases were registered in all major commodity groups except cotton. Grains and feeds have increased 40 per cent in value. Wheat exports were close to 80 million bushels, or 10 per cent above last year, with foreign currency sales and barter important export stimulants. Barter exports likewise contributed to increasing exports of feed grains, particularly corn, sorghums and barley.

Lard, tallow, vegetable fats, oils and oilseeds continued to be exported in large volume; the bulk of these exports from commercial stocks.

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January

Storage Not A Market

AGRICULTURE SECRETARY BENSON recently stated in Washington, "In fulfilling my responsibility to farmers, I must emphasize that produce delivered to the government has not actually been sold. It only goes into storage—and a storage program is not a market!"

The secretary went on to say that the government can take over for a time such quantities as the market will not absorb. But, he stressed, sooner or later a market has to be found. Supplies cannot be increased indefinitely in the hands of government, nor held indefinitely—not even the most storable crops.

When the stockpiles must be liquidated—and eventually they must be—there are just three alternatives: The produce can sometime be moved into the domestic market; but if and when it does, it goes to market in direct price competition with what then is being produced, with obvious results. . . . It can be sold or given away overseas; but except in small quantities and under special circumstances, this upsets world markets, depresses world prices and stimulates restrictive and retaliatory measures by other countries. Countries we think of as being chronically short of food do not welcome our produce dumped upon their farmers.

The only conclusion left is an unthinkable one—that of deliberately destroying food.

Here is a bald, clear statement of why certain types of government "assistance" turn out to be, in the long run, no assistance at all. It backs up the belief of the American National, for example, that other avenues of use of farm products must be found if the physical and economic health of the nation and the industry is to remain steady—avenues of increased consumption and equitable supply and demand, without recourse to overburdened storage bins which can only lead to the aforementioned eventualities.

Cattle Numbers

IN THE PAST TWO YEARS prior to this year, officials of the Department of Agriculture have predicted a small decrease in total cattle numbers each year; but instead of a decrease, we have had an increase.

This year, it seems more likely that the experts who are again predicting a slight reduction will be right. The percentage of cows and heifers in the federally inspected slaughter for the first nine months of the year is 48.1, compared with 45.2 for the same period a year ago.

Another interesting aspect of the marketing this year has been the fact that while marketing of cows and heifers has increased, marketing of calves has decreased—which would indicate a tendency for closer culling of the cow herd and replacement with young animals.

This tendency to replace with young heifers is a good thing, on the basis of trying to get numbers down to a more manageable level and achieve a better bal-

ance of supply and demand. In some areas it is possible to trade an old cow for a young heifer for as little as \$15 difference—and this seems like a good time to do a little of that kind of trading for the good of the industry generally.

Not The Answer

AS A SPEAKER at the New Orleans convention of the American National Cattlemen's Association this month, undoubtedly Secretary of Agriculture Benson will explain his "soil bank" proposal in detail.

He should do this, because that proposal which would switch a lot of cropland into grassland would cause more cattle production at a time when the industry is already suffering from heavy production.

WE CANNOT BELIEVE that Secretary Benson proposes to launch his soil bank program without some kind of restriction on the use for grazing of the additional grass that will be grown—such as, for instance, that three to five years must elapse before the new grass crop is to be grazed.

Such a restriction, to be sure, may well be more theoretical than real. Most people think that if the land is planted to grass, it would be impossible to have a police force big enough to enforce any restriction on the use of it.

On the other hand, it should not be too much trouble to "police" the land to the extent that if it were being used for grazing, the incentive payment could be withheld or denied.

We hope Secretary Benson will come up with an answer to the big farm problem. But his "soil bank" idea, popular as it is, must be used in a way that will not encourage further supplies in the cattle industry.

The Trade Problem

THE CONCERN FELT by the American National over the trend toward free trade is shared in other quarters. In a recent meeting with their chairman, O. R. Strackbein, representatives of the Nation-Wide Committee of Industry, Agriculture and Labor on Import-Export Policy adopted a resolution strongly noting the danger facing the American producing and labor force under the executive trade policy of the past 21 years, and offering a five-pronged proposal to combat it.

The group calls for the imposition of import quotas; ask that such quotas be authorized by Congress under specified conditions permitting for imports "a fair share of the domestic market of particular products and providing for flexibility both to overcome domestic shortages and to adjust to surplus conditions;" that such quotas favor higher wage-level countries; that establishment of import quotas be appropriately placed with the U. S.

Tariff Commission, an agency created by Congress and responsive only to Congress, guided by specific terms setting forth conditions for the quotas. The second session of the 84th Congress was urged to enact legislation incorporating the suggested principles.

This committee's approach to the present tariff system problem is notable for pointing up that protection of the industry, agriculture and labor of this nation is not sought at the expense of all other considerations as to the needs of this country, in times of

domestic shortage, or the welfare of other countries. In asking for quotas designed to lend encouragement to exports to this country according to the higher wage standards prevailing in the countries of origin, the resolution carries the thought that other workers of the world would also benefit by such policy; that in desiring to protect our own production interests we do not lose sight of the fact that trade between nations cannot be simply written off. But the important thing is that **free** trade is not the answer, and the important objective is still that of self-preservation.

From The Editor . . .

(Apparently an editor never gets very far away from his desk, even when illness prevents his actual physical presence there. The following paragraphs were penned by Producer Editor D. O. Appleton as soon as he received permission to do some writing in the hospital room where he is recovering from a recent heart attack. We think they give abundant evidence that Mr. Appleton's temporary absence from the association's offices has not dimmed, even briefly, the personal interest he has taken in the publication for some 20 years.)

The year's beginning is a good enough time to review some of the things we've carried for you in the PRODUCER and to tell a little about the future.

* * *

We think The Lookout, on Page 5, is the best there is in the U. S. A. in the way of forecasting. We've heard of a few cattlemen objecting to USDA forecasting when the outlook wasn't exactly favorable to them. But cattlemen, like businessmen generally, want information about the future of their industry. Editors know that only too well. And we think the USDA is the most reliable source in this field.

* * *

The Call for Convention in the December issue just about sums up at year-end the problems of the industry and suggestions on what might be done about them. Executive Secretary F. E. Mollin has been remarkably accurate in "calling the shots for the industry" for more than the past quarter century. You can depend on his judgment.

* * *

Did you notice the picture of Don Collins, first vice-president of the American National, in the last issue? I knew Don's father, Charlie Collins—one of the finest men I have ever met, and the most lovable. Don has the sound common sense of his dad, and his warm friendliness. He's a little lankier, though!

* * *

Once again the January issue carries some of the important convention talks, briefed down for easier reading. Cattlemen, we think, will be particularly interested in Dr. Stephens' talk probing

economic facts of the industry. Alan Rogers' research talk opens up a new and fruitful road toward better ranching operations. In the past year we've been digging up more material on research for our readers. They've been short and practical pieces, and we hope they have been useful here and there.

* * *

We thought the story "1,000 to 1" a month ago and "The Major's Christmas Dinner" by T. J. Kerttula and D. L. McDonald, in December were pretty readable pieces—and a number of our readers have said so, too. All these Kerttula-McDonald stories are founded on actual happenings. We've often wondered how Mr. Kerttula goes about getting the dope for his stories. All we know about him is that in the 1949 storm up around Avon, Mont., he was snowed in for six weeks!

* * *

A reader the other day asked us why we print articles about what happened on the market a week or more ago. We'll admit readers want dope on the future and, as we've said, we try to give him the best along that line in "Lookout." But our answer also is that a shipper will be better able to cope with the vagaries of the market if he has facts on the current or immediately past market, too. Besides, market writer Carroll Wells does a little careful prognosticating on his own in his "Market Picture." He's a man with many years of experience in the cattle markets and an expert observer.

* * *

We were glad to see that the percentage of the consumer's dollar spent for beef rose in 1954. Beef promotion work by the various cattlemen and CowBelle groups helped here.

President Jay Taylor can surely be credited with building this nation-wide activity almost from the ground up, culminating in a going National Beef Council.—D.O.A.

The Public . . . And You BY LYLE LIGGETT

This year will certainly be one of decision for agriculture as well as for the nation. In this political year the full impact of "public relations-publicity-propaganda" will be brought to bear upon you as a voter-rancher.

But it is also the year when agriculture's own public relations must be brought to new heights if the nation's farmers and ranchers are going to avoid being misunderstood by the voters.

The "Public Relations Journal" emphasizes the position of agriculture in a recent issue: "About 13 per cent of the people in this country live on farms now. It wasn't much more than 100 years ago that only 13 per cent lived in the city. We have changed from a primarily agricultural economy to an industrial economy. With this changed population picture there has come a change in attitude.

"Whereas in the past many millions of our population were deeply sympathetic toward the farmer and his problems, we today are developing a definite urban consciousness and efforts are being made from time to time to align certain urban groups against agriculture in general. But the food industry—including farmers, processors, wholesalers and retailers — provides employment for nearly a fourth of our entire labor force.

"With this broad field of interest involving so many people, one might logically conclude that the current public relations of agriculture should be good."

But "Are they good?" ask "Public Relations Journal" and many, many other experts in public opinion.

Urban dwellers—far removed by distance, birth and interest from the farm—have been much confused in their impressions of what agriculture really wants and needs to enable the remaining 13 per cent to continue to produce food efficiently and profitably.

In this year, farmers and ranchers have two responsibilities above and beyond their usual responsibility to themselves and the consuming public:

First, they must be alert and intelligent in their acceptance or rejection of counter political claims, promises, threats and predictions.

Secondly, they must assume the responsibility for standing up and being "counted." Agriculture has never been reluctant to employ true democracy in free speech and thought within its ranks. This year, the nation must hear from the farmer and rancher.

Through your individual letters, calls and talks, through your actions in local, county, state and national associations, you can and must be heard.

President Lists Accomplishments

(Annual address of President Jay Taylor to members of the American National Cattlemen's Association in annual convention at New Orleans.)

WE WANT TO SALUTE THE THREE new state associations who have affiliated with us—New York, Tennessee and Maryland. They will bring us fresh viewpoints, and we will benefit considerably by their cooperation.

As a result of a lot of hard work and thought, we formed the National Beef Council—which you directed at our last convention.

We've completed our new building in Denver—thanks to the extra generosity of all of you. We now have a home, a place of pride. And especially so because we demonstrated our faith in the future by financing and building it during such tough years.

During the past year we've gained considerable cooperation and understanding between the rancher and the feeder—something that has great promise for the future. Our work through the feeder committee has not been a membership gimmick—although we're certainly always willing to have everybody share the responsibility and cost of national representation. But the feeder committee has demonstrated that we can work more closely with existing feeder groups, we can achieve many levels of cooperation and we can begin to tear down the "walls."

Most promising effort for the future of the industry has come through the survey conducted by the research committee. I want to emphasize that research is only as good as we make it. We have the results. We know what course to take. Now it is up to each one of us.

Our other committees, our Denver staff, each of our 140 affiliated groups, and the thousands of individual members have made the year 1955 one of the most memorable in the history of the cattle industry.

We've moved ahead in some fields, solidified our position in others. . . . Now we have only one question: How far can we go in the future?

There are many things where real progress must be made in the near future.

For instance, we're beginning to roll on the National Beef Council—are we going to give it the real push it deserves and needs?

We are eating beef and veal now at the rate of 90 pounds per person. That's a long way from the 62 pounds in 1951, and it is 10 pounds above the previous record year of 1909. We don't know whether we can double consumption in 10 years, 20 years or a century—but we jumped it about 50 per cent in four years! And we



Headline Speaker

Details of the address of Agriculture Secretary Ezra Taft Benson will appear with the full report of the convention next month.

still have unlimited markets to tap among our teen-agers, the oldsters, our babies—and just plain Joe Citizen.

Never in history has promotion and advertising seen anything like what the cowpokes and CowBelles have done through their individual efforts and through their associations and beef councils.

Certainly we know that price had something to do with moving so much beef—but "don't ever underestimate the power of a woman" when she's been told and sold on something. And that's the job our beef promotion has been doing. We can't stop it; it's snowballing ahead.

Beef is on the way up because we established beef's supremacy and we kept the public from forgetting beef.

Let me illustrate what has happened. Between 1920 and 1955—35 years—we have had a rise of 173 per cent in retail value of the beef consumed per person. During the same period we've seen an increase of 12 per cent over the long-term average for the percentage of disposable income that the consumer is willing to spend for beef. That is an upward trend—even during these recent rough years.

Without reflections on pork, I want to cite what has happened in recent years to that fine food. In the same 35 years the retail value of per capita consumption of pork has gone up only 47 per cent, and there has been a 26 per cent drop in the percentage of disposable income spent for pork. Beef is going up in popularity, but pork is going down. Why? Many folks feel that it is because retail cuts of pork were too fat—and Mama is sure shying away from fat.

(Continued on Page 22)

The Secretary Reports

(Annual report of F. E. Mollin, executive secretary, before the 59th convention of the American National.)

THE YEAR 1955 WAS ONE OF rather strenuous activity among many divergent lines. Some of the most important, and some matters looming for the coming year include:

Total Cattle Numbers

For several years, as you know, the American National has called attention to the need for close culling of breeding herds in order to check the continued increase in total cattle numbers. I might add that we have been occasionally criticized for taking that position, but I think you will all agree that events have proven we were right.

During 1954 and 1953 the experts of the Department of Agriculture gave some encouragement that we had reached the turning point in the cattle cycle and that we could expect a slight decrease in total numbers. Unfortunately, their predictions were wrong both years, and increases in numbers were again registered. Now the hope is again held out that the Jan. 1 figure will show at least no increase, and perhaps a slight reduction.

This year there seems more foundation for this hope inasmuch as the percentage of cows and heifers in the federally inspected slaughter for the first 10 months of 1955 is up over a year ago. With anything like the usual heavy slaughter of cows during the remainder of the year, there is a good chance that the total federally inspected slaughter contained at least 50 per cent cows and heifers. This increased slaughter in cows would also indicate a somewhat smaller calf crop during 1956.

Imports of Cattle and Beef

With our domestic market almost constantly oversupplied during the past year, it is indeed fortunate that the imports of cattle and beef products have been relatively light. Many people have advocated that embargoes should be placed against such imports during this emergency, but this is not practical in a world where distances have been shortened by modern inventions, and where there is a constant pressure for improved relations not only with our near-by neighbors, but with countries even in the far corners of the world.

The threat of heavy importations from Mexico, once the foot and mouth disease barrier was removed, has not materialized. For many years prior to the disease outbreak, Mexico maintained an export quota of 500,000 head. For the year 1955 it set

up a quota (including beef in terms of live cattle) of 331,000 head.

Actual imports from Jan. 1 to Dec. 3 totaled only 233,462 head (aside from moderate imports of beef) and it is now predicted that the quota for 1956 will be about 12 per cent less than the total quota for 1955. There have been minor imports of frozen beef from New Zealand, but only a drop in the bucket compared with our huge domestic production. Even the imports of canned beef from South America have been reduced somewhat due to the generous supply of domestic beef now selling at bargain prices.

Beef and Cattle Exports

It was recently announced that \$5 million had been allocated under Public Law 480 for the purchase of some 20 million pounds of beef, utility and commercial grade, for Spain. Under this law the United States accepts payment in the foreign currency.

It has also been reported that we have exported a considerable number of breeding cattle to Mexico, and that plans are underway for much larger purchases for this purpose.

School Lunch Program

The American National has long urged that out of the federal funds appropriated for school lunch programs (commonly referred to as Section 6 funds) a reasonable amount should be expended for beef—this entirely aside from such purchases as were made two years ago with Section 32 funds. Just recently it was announced that \$4,204,000 of Section 6 funds have been set aside to purchase approximately 10 million pounds of beef and beef products for this purpose.

Reciprocal Trade

The American National has been consistent in its fight for reasonable tariff protection for the products of American industry, labor and agriculture from excessive foreign importations. To many it has seemed that this has been a losing fight. The last three administrations have been dedicated to expanding a free trade program.

It is gratifying to report, however, that all has not been lost and that the Escape Clause and the Peril Point Clause in the Reciprocal Trade Act, which was extended for three years last June, are still functioning and in somewhat improved fashion due to the wording of the 1955 Act.

Buy American

I am glad to report that the Armed Services Appropriation Bill, as it passed Congress last summer, again included exactly the same 'Buy American' provision which was in the previous act, and which has afforded substantial protection to our industry.

In this connection, the American National, in conjunction with the Western Independent Meat Packers Association, a few weeks ago urged the army to increase its inventory of beef above

the normal 60-day supply to at least a 90-day basis. We are advised that this has been done and that the purchases may even exceed the 90-day basis. We have indeed had splendid cooperation from army procurement officials in regard to beef in recent years. These officials now buy all meat for all defense agencies.

Hide Exports

There is some encouragement in hide exports. During the fiscal year ending June 30, we exported \$50.8 million worth of cattle and calf hides—an increase of more than 10 per cent above the previous year. In the same period we imported \$6.2 million worth of cattle and calf hides—only slightly above the previous year. Thus we maintained a trade balance of \$44.6 million.

Beef Grading

On June 21, 1955, President Taylor called a meeting of the Cattle and Beef Industry Committee in Chicago to consider what might be done to improve the federal beef grading service. It developed at that meeting that the large packers, as represented by the beef committee of the American Meat Institute, were opposed to the federal beef grading program and consequently were opposed to anything that might be done to improve it. Since that time, they have conducted a rather strenuous campaign among both cattle producers and cattle feeders to discredit the grading service in the hopes of eventually being able to kill it.

While most of the state associations had already held their annual meetings at that time, several of those which have met since June have passed resolutions endorsing the principle of the grading program, and none to my knowledge have opposed it.

The American National has been a strong advocate of the voluntary federal beef grading program from its very inception in 1927. We think beyond a shadow of a doubt that it has been of major importance in developing the demand for beef which today is at an all time high. Never before in the history of the industry has there been a time when the consumer was so certain of getting a quality product in the meat shops as is the case today. It is true that the consumers are not as well informed on the details of the federal service as we would like to see them, but that does not lessen the importance of the protection the consumer daily gets from this service.

At the June meeting it was agreed to ask the department to split the commercial grade, and a committee appointed by President Taylor met with officials of the Department of Agriculture to discuss the new definitions and standards; it suggested the name "Standard" for the new grade to separate the better quality younger animals in the commercial grade

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Progress In Research

(From the report of the research committee, delivered by Chairman Alan Rogers, Ellensburg, Wash., at New Orleans.)



Alan Rogers

WE ARE NOW IN A POSITION of saying "we know" rather than "we think" when discussing cattle problems and needs. As a result of a grass-roots survey—the first major scientific one of its kind conducted by a livestock industry in the United States—we can tell scientists what our problems are, ask that more emphasis be placed on needed beef cattle research and more intelligently request needed legislative appropriations on both state and national levels.

Other industries have long been cognizant of the new frontiers possible through research, but unfortunately animal agriculture has lagged behind.

Why Expand Research

1. It is a logical way to solve many of the problems which plague the industry and materially reduce our income.
2. It provides a way for production costs to be lowered and the quality of our products to be improved, thus making for cheaper and more abundant meat and higher living standards for all.
3. It is a powerful force in our defense effort.
4. It affords a logical way to provide adequate nutrition for our rapidly expanding population.
5. It hasn't, to date, received research support commensurate with the importance and needs of the industry.

When we ask for more research, however, we must remember (1) that most beef cattle research work is costly; (2) that we must help secure larger appro-

prations and see that they are made available for beef cattle research, and (3) that other industries have long liberally supported research costs with little assistance from the taxpayer, simply by including it as a normal part of their operating costs. Finally, it should be emphasized that research can make the information available, but it is still up to each individual—each cattlemen—to secure and apply the results.

The Questionnaire

(Chairman Rogers explained that the 1955 national questionnaire was designed to cover major problems and practices of American cattlemen. The staff of the State College of Washington scientifically sampled the more than 60,000 members of the 24 state cattle associations then affiliated with the American National Cattlemen's Association. As a result, a total of 2,692 names was selected. The number of questionnaires that went into any given state was determined by the size of the membership of that state association.)

(The research committee report summarizes and interprets the information obtained from 1,588 questionnaires, in which an estimated 502,616 head of cattle were reported upon, with an average of 316 head per herd.)

(Of the cattlemen reporting, 95 per cent were active managers, 5 per cent were not; and, of the owners, either they or their families had possessed ownership of the ranch for an average of 39.4 years. Eight and nine-tenths were purebred breeders, while 91.9 per cent were commercial operators, all or in part.)

(Mr. Rogers listed the following among the more pertinent findings of the study:)

Diseases and Parasites

1. During the course of a year, 8 per cent of all cattle were afflicted by one or more non-nutritional diseases, and 0.6 per cent of all cattle died from such diseases; 1.3 per cent of all cattle were afflicted by nutritional deficiency diseases and ailments, of which 0.3 per cent died therefrom.

2. The five most common non-nutritional beef cattle diseases, by rank, were: pink eye, calf scours, shipping fever, foot rot and pneumonia; they accounted for 77.2 per cent of all sick cattle (non-nutritional). Pink eye was reported in nearly half of the herds and afflicted 3 per cent of all cattle.

3. By rank, four diseases (pneumonia, calf scours, shipping fever and black leg) accounted for 60 per cent of all death losses from non-nutritional diseases, with pneumonia alone accounting for one-fifth of all non-nutritional mortality.

4. Bloat accounted for 40.5 per cent of all nutritional deficiency diseases and ailments; vitamin A deficiency ranked second.

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What's Ahead For Beef Cattle

(Excerpts from address of P. H. Stephens, director of research, Farm Credit District of Wichita, before the 59th annual convention of the American National Cattlemen's Association in New Orleans.)



Dr. Stephens

THE DEMAND OF FARM PRODUCTS is wonderful and will continue to expand, but agriculture is caught in its own quicksand of excess production capacity. Food production capacity will continue to outrun the growth of population in this country for at least 20 years. No one has as yet come up with a generally accepted workable formula for limiting agricultural production to effective demand.

The demand for food is relatively stable and constant—three times a day. The amount of money available for food expenditures is also relatively fixed. Therefore food supply is the more variable factor in the supply-versus-demand equation.

In spite of the prospect for continued low prices in the immediate future for most kinds of livestock, livestock products and crops, it seems to me there is room for realistic optimism in the longer-time outlook—particularly for livestock. For example, my own ideas are that a 50 per cent increase in beef cattle prices within the next five years and a 100 per cent increase in hog prices within 2½ years are reasonable possibilities.

By 1960, based upon current and past trends, there will be 8 per cent more consumers in the U.S., each with perhaps 15 per cent more dollars to spend for meat. And there will be fewer beef cows and perhaps 15 per cent less beef produced per capita five years hence.

Some people think cattle numbers will just level off for a few years at about the current figure of 95 mil-

lion head. I don't think cattlemen and their creditors have changed greatly in the past 10 years. Therefore I anticipate a decline of perhaps 5 per cent, or 5 million head, in the cattle population in the next five years.

The drastic worsening of the financial condition of large numbers of beef producers and the effects of immediate prices on profits will enforce a high rate of cattle slaughter in 1956.

By 1960 cattle prices will be high enough to cause ranchers to hold back more heifers, thus reducing the supply of beef coming to town. Outside investors will again get in and attempt to show cattlemen how to run the cattle business and we may have another mess to clean up 10 or 12 years hence.

Wide swings in the beef production cycle will apparently continue so long as cattlemen go unrestrained in their reaction to price stimulus or until they collectively take steps to stabilize market supplies and thereby the price of beef.

Because the effects on cattle prices of the last previous high point in beef production per capita immediately following the end of World War II were obscured by inflation, many people have apparently forgotten or never experienced the effects of the usual swings in the cattle production cycle. To my mind, the present cattle situation closely resembles that experienced in the early 1920's.

One of the very important reasons for confidence in a continued expanding economy in this country in the years ahead is the strength and improvements in our monetary and banking system from top to bottom. This is greatly different from the situation prevailing at the close of World War I. The boom and bust aspects of our economy are being studied and moderated largely through the intelligent use of Federal Reserve Bank credit controls.

Dependable credit service at low interest cost, on favorable terms and under plans of repayment tailored to their needs is available to responsible farmers and ranchers. This improved credit was not available in anything like its present strength or nation-wide character in 1920 and in other periods of severe farm income decline.

The Federal Land Banks, the Federal Intermediate Credit Banks and the Banks for Cooperatives are perfect examples of farmers' do-it-yourself programs. These institutions and their affiliated local organizations have become or are rapidly becoming farmer-owned, farmer-controlled credit cooperatives.

If 10 per cent less meat had been produced in the United States this past year, consumers would have spent a slightly larger total amount for meat. The farm prices of meat animals would have been more than 10 per cent higher. The cost of producing, marketing, processing and retailing 2½ billion pounds of meat would have been saved and added to the net income of meat producers. . . . A new

record of 27 billion pounds of red meat production in the United States was established in 1955 at a terrific cost to livestock producers.

Even though many individual beef producers attempt to stabilize their operations in line with the growing effective demand for beef, they are helpless in the face of instability promoted by other cattlemen and the in-and-out beef producers. Financial risk engendered by price instability is one of the items of cost and a considerable deterrent to most efficient and maximum beef production.

The primary effects of instability of beef production do not fall on the producers alone. Our marketing, slaughtering distributing and retail machinery was overloaded in handling the 40 million head of cattle and calves slaughtered in the United States in 1955. These beef marketing facilities were inefficiently used at high cost per unit when only 26 million head of cattle and calves were slaughtered in 1951.

The costs of these various inefficiencies are for the most part carried by the beef producer in the lowered prices of the live animals sold. After meat animals leave the feedlot most handlers—truckers, packers, middlemen and meat cutters—work on a cost-plus basis, a federally established transportation rate or a negotiated wage per hour plus fringe benefits.

In essence, the application of sound modern business practices to the economics of beef production has lagged far behind the acceptance of improved beef production techniques.

As food producers, our greatest opportunity for profit lies not in attempting to raise the amounts spent by consumers for food; rather, our opportunity lies in saving the expense of production of food that either no one wants or at a price that will not afford the producers an American standard of living.

The agricultural outlook, it seems to me, is encouraging for those who look at facts; who study the situation diligently on their own farms and ranches and cooperate with their fellow producers and our government in fitting the supply of farm products to effective, growing demand.

The Feeder's Problems

(Excerpts from talk by J. C. Holbert, cattle feeder of Bettendorf, Ia., at the convention of the American National Cattlemen's Association.)

THE PROBLEMS OF THE LIVESTOCK FEEDER could be listed under various headings:

1. First, the unpredictable trend of finished cattle.

A. The unpredictable demand for various weights.

In the last three months I've heard a lot of comment on the fact that the Corn Belt feeders



J. C. Holbert

have fed their cattle too long and therefore they are too heavy. Even some of the market experts are pointing out that this is the trouble with the cattle feeder.

Last January and February heavy cattle were topping the market. A feeder who went in with light ones was told by his commission man that he should put a couple more layers on them.

Another example of unpredictable demand for various weights can be seen in the heifer market. The market used to penalize heifers weighing over 850 pounds, but in the past six months heifers that weighed 1,000 to 1,100 pounds have topped the market more times than light ones, yet they tell us we have too much beef.

This ever-changing demand on weight is very confusing and it doesn't seem justified on a market as stable as beef.

B. The market has also become very unpredictable on quality.

We have been trying to work for a better product and for years quality has been well recognized on our terminal markets. It got its major setback during the time of the regulations set up by the Office of Price Stabilization. The government set a price ceiling on cattle and the demand caused the grading up of the poorer grades. The good were selling up with the choice.

In the past three months we have seen low grade cattle of lighter weight bring more per pound than prime cattle. We have seen quality and finish sacrificed for the sake of a little more weight in the steer market more in the past three months of 1955 than ever in the history of the livestock market.

C. The lack of uniformity in grading from one market to another.

Cattle that would grade choice on a southern or western market would definitely not get by with the same grade in the Corn Belt. Judging in our livestock shows is done by comparison and grading of cattle on the rail, in my opinion, is done the same way.

2. The second big problem is the increased cost of operation.

A. High-priced feed costs.

Most feeders feed all the grain produced on their farms and I would estimate 50 per cent also buy corn. All of them are forced to buy protein supplement. Government support of grain prices has been a direct handicap to the livestock feeder.

Protein feeds have been extremely high in proportion to cattle prices and still are. Contrary to some articles and agricultural sources, it still takes grain and a lot of it to finish cattle to see on the Corn Belt markets.

B. The increased cost of maintaining and operating farm machinery is being felt by the livestock producer of the Middle West.

C. The increased cost of taxes—county, state and federal.

Taxes on land in the state of Iowa, especially in some of our better cattle feeding sections, runs from \$2.50 to \$5 per acre.

D. Increased costs of labor.

I place labor down on the list because a great number of our cattle are fed by the individual farmer or a member of his family. His earning power should increase with others in the labor field and his profits should increase with those in the investment field, but they have not.

These are the reasons the great production areas of the Corn Belt in the past six months will show one of the lowest net earnings in the history of the country. Unless this improves, the man who produces the feeder cattle for the Midwest will feel the backlash in 1956.

The man who produces feeder cattle also has his problems with the increased cost of production and the hazards of the weather and he needs all he can get for his cattle.

There is one major thing we must do in the field of livestock production or we are going a long way toward destroying ourselves. We must get off of the production line part of the

(Continued on Page 21)

THE EVIL EYE?

A brave lady near London came running when she heard screams; she found a farmer under attack by a bull. When the walking stick she struck at the animal's head broke, she stared him in the eye and told him in firm tones to go 'way. He pawed the earth uncertainly, and went.

Director Tells Aims Of Beef Council

(Excerpts from address by Forest Noel, Executive Director, National Beef Council, at American National Cattlemen's Association convention in New Orleans.)

JUST A YEAR AGO THE AMERICAN National Cattlemen's Association in Reno, passed a far-reaching resolution. That resolution authorized and empowered your president, Jay Taylor, to sponsor the establishment of a nationwide Beef Council for the purpose of fostering, encouraging and promoting the sale and consumption of beef.

The directive given to your president has been effectively carried out. The National Beef Council, representative of the cattle breeder, the cattle grower, the cattle feeder—the beef producers of the nation—is today an effective and going concern.

The National Beef Council is not an organization built from the top down—it is designed from the bottom up and is in the process of being built and enlarged from that design. The cattle industry at this particular time is not sharing the engulfing boom of prosperous and profitable times enjoyed by the majority of other industries, particularly plant-manufactured goods and their sale. It can, however, well take pride

in the foundation it has laid through its organization of the National Beef Council, a non-profit corporation, created to put the cattleman abreast of his heretofore more energetic and fortunate fellow businessman selling appliances, automobiles and countless other products for which this nation of ours seems now to have an insatiable appetite.

Since the first of last July I have covered quite a little of this country and talked to many people about the National Beef Council, its purposes and objectives, and how those purposes and objectives can be accomplished. There is no question of the great desire effectively to increase the sale and consumption of beef.

From the desire to increase the sale and consumption of beef you have organized the National Beef Council as the coordinating and single-purpose mechanism to promote and sell beef. Promote beef it will.

Compared with other businesses it is the natural thing to do. It would be rather foolish to go into the toy manufacturing business without a concern for the sale of those toys. The same is applicable to any other manufactured product. I do not mean to say we should all open a meat market or a slaughter house.

We must concern ourselves with the effective means, as cattle producers, of effectively pre-selling beef. The times in which we live necessitate our transition in the cattle business from

marketing cattle to include marketing beef to the best of our collective abilities.

After preliminary meetings in Chicago to which all interested segments of the cattle and beef business were invited to send representatives, the National Beef Council came into existence as an organization on Apr. 25, 1955, in Denver, Colorado. It was organized by the leaders of the cattle industry through the background laid and the initiative exhibited by the American National Cattlemen's Association.

Its sole objective and purpose is clearly stated in its constitution and by-laws—"to increase the economic sale and consumption of beef . . . on a nationwide basis through a continuing, coordinated program on the part of the entire cattle and beef industry."

As an organization—incorporated on a non-profit basis under the laws of Illinois—it is not composed of individual members or individual stockholders. The solid basis of its structure is founded on two types of organizations:

State-wide organizations alone, or affiliated with other groups of cattle breeders, growers and feeders, organized with a principal objective as an organization to promote the sale and consumption of beef and with no other purpose or concern. These organizations are called state beef councils; and

National livestock or agricultural organizations having a major interest in

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Forest Noel

cattle production, feeding, breeding or marketing. The American National Cattlemen's Association became the first national organization as a member.

The degree of accomplishment by the National Beef Council toward its objective of promoting the sale of beef is always going to be in direct ratio to the effectiveness of its state beef council members; they constitute its basic policy-making body and the gears that drive the National Beef Council.

Properly to represent the entire nation from an economic and geographical standpoint, the nation is divided into seven districts, from each of which a regional vice-president is elected. The board of directors elect five directors-at-large each year. A president, a first vice-president and a secretary-treasurer are elected each year. These officers and the five directors-at-large compose the executive committee.

There is a thumbnail sketch of the organization of the National Beef Council and the people who are its officers with the job of perfecting the organization and effectively putting into operation your program—your ideas—your desire—to promote the sale and consumption of beef.

The term "beef promotion" carries a large and expansive degree of meaning to the different groups making up the cattle industry. The very complexities of the cattle and beef business give it different and sometimes conflicting meanings.

When we speak of a "national program of beef promotion," what are we talking about? We are agreed that in the broad sense "beef promotion" is a selling job. Marketing cattle has become inclusive of selling beef—just downright salesmanship—the creation of an irresistible urge to buy beef.

I can visualize no other type of "program" than that developed by the cattle industry itself through its traditionally independent and democratic methods.

These men, now your National Beef Council officers, are but typical of the leadership that will forever stem from the cattle industry.

Specifically, the National Beef Council, as your organization, wants your views, opinions and ideas on how this belief by the cattle industry that it can increase the demand for beef can be most effectively and efficiently put across.

Throughout the leading television and radio shows on the national circuits the public is already hearing the story of BEEF AND MORE BEEF. It is an effective technique and we have the plan now in the hands of experts who have already produced amazing results. Look at your own television and listen to your own radio for the word of the stars of the leading programs about the blue-ribbon food leader—BEEF.

There is being founded at this convention the first real BEEF-eaters Club, with President Eisenhower as its first honorary president. As a member of this BEEF Eaters Club you are settling for a slim bill-of-fare indeed if your demand for beef goes unfilled.

Breakfast is the real basic meal of the day. Why settle for less than beef from youngster to oldster? So make it "Beef for Breakfast."

The results of increasing the per capita consumption of beef in the nation as much as 5 pounds a year are rather startling. To accomplish this on the basis of 170,000,000 population would roughly mean 2,000,000 more head of cattle slaughtered. That is a lot of beef.

To me it is a reasonable goal through the means I have outlined briefly. Again I say it is a job of selling—but selling on the basis of an ever-expanding demand by the public—a demand the National Beef Council builds, fosters and encourages.

Thanks To Beef

(Excerpts from convention address of Carl Neumann, National Live Stock and Meat Board, Chicago.)

THE 32-YEAR-OLD PROGRAM OF meat research, education and promotion for meat carried on by the National Live Stock and Meat Board is one of general knowledge. Continued increase in the consumption of meat is effective proof that this program is working.

In recent years the beef industry has fared well in this matter of increased consumption; for the past three years total consumption of beef per person has exceeded that of the other meats.

The program of the Meat Board can be shifted in emphasis to put the greater effort on the meat in distress at any particular time. Beef producers across the country remember the extreme stress their product was in in late 1952 and 1953, and remember how at that time the board rallied all avail-



Carl Neumann

able means to carry on a hard-hitting program of moving beef into consumption—and how that program fit in with the realistic thinking of cattlemen that the answer to their problems lay not in stockpiling beef and government price supports and consequent regulation, but rather in an ever increasing consumption of beef.

Increased financial support given the work of the board by the industry has made possible an expanded program of research, education and promotion. In the previous 31 years, grants were made for 108 research projects on the nutritive value of meat. This year, grants are being made for 12 projects and additional ones are under study.

Your meat board was responsible for kicking off nationwide interest in the problem of getting enough meat into the diet of America's 16 million teenagers, who need one-third to one-half more protein, vitamins and minerals than do their parents.

Your American National has been an effective instrument in calling this deficiency in feeding America to the attention of the teen-agers, their parents, dietitians and food educators.

Your meat board has kicked off a better breakfast drive, with the theme "Meat Builds Better Breakfasts—Better Breakfasts Build Better Bodies."

As the diet of the teen-agers and the breakfasts of the nation improve, beef will get its share of this increased consumption.

Increased funds have made possible a new service to over 130 television stations for a weekly meats program. Likewise, a 15-minute daily transcribed radio program, provided for approximately 75 or 80 stations during the current year.

Your increased funds have made possible expansion of the cooking school program. This year over 600,000 housewives will see meat board home economists prepare over 40 meat dishes.

New motion pictures, exhibits and

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Commissioner of agriculture at Baton Rouge, La., discusses Growth of Louisiana Cattle Industry.

other promotional services come from your increased support.

This all helps build the market for beef. Today we are consuming an all-time record production of beef . . . On Dec. 1 cold storage holding of beef amounted to less than 1 pound per person. In fact, if slaughter operations should suddenly stop, this amount of beef, outside of the supply in transit or in retail storage, would last less than five days under normal consuming conditions.

New Tax Ruling

Following filing of a brief with the Internal Revenue Service, protesting Ruling 55-188, which provided that "normal costs" during the year of sale of carrying animals which qualified as capital assets should not be deductible but should reduce capital gains claimed, a clarifying ruling—55-736—has been issued. As explained by Stephen H. Hart, attorney for the National Live Stock Tax Committee, the new ruling specifies that the principle of Revenue Ruling 55-188 does not apply to livestock producers on the cash basis nor to those inventorying at farm market. With respect to those inventorying on the unit livestock price method, it applies only to **immature** animals and requires only that there be added to the opening inventory price a pro rata of the differential between the opening inventory price and the price at which the animals would have been valued in closing inventory.

For example, if yearlings are valued at \$20 and two's at \$30, and a heifer which qualifies as a capital asset and which was classified as a yearling in the opening inventory is sold in July, its cost, for the purpose of figuring capital gain, would be \$25. This is en-

tirely consistent with the theory of the unit livestock price method of inventorying. Says Mr. Hart: "It merely spells out what perhaps was implied already. We feel that it is a reasonable interpretation."

Brucellosis Hearings Set

A series of six regional meetings is being called by the five-man advisory group appointed to consult with Agriculture Secretary Benson on the accelerated federal-state program to eradicate brucellosis. The meetings will give individuals and representatives of interested organizations and groups opportunity to express their opinions, which will be considered in evaluating the program and recommending modifications deemed advisable. The meetings will be held in Salt Lake City,

Jan. 23; Fort Worth, Jan. 25; Omaha, Jan. 27; New York, Feb. 6; Atlanta, Feb. 8; Chicago, Feb. 10. Thomas F. Arnold, chairman of the American National's sanitary committee, is a member of this advisory committee.

City Slickers Outfoxed

A 78-year-old farmer, Peter Fusco, has grazed four head of cattle for 17 years on an acre in the Bronx, N. Y. city limits. Recently he was charged in a summons with keeping the animals within the city limits without a health department permit. A son, appearing in court, testified that applications had been made many times in the past eight or nine years but the health department had taken no cognizance of them until it sent the police. The case was dismissed.

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For example: On March 1, 1955, the Digest advised cattlemen to sell finished cattle on any price bulge. Cattle prices advanced slightly in March. During April they dropped about \$3.00. In May they dropped an additional \$2 and by July 2 they dropped another \$1. This was a total drop of \$6. Subscribers who followed the Digest advice avoided this substantial loss.

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The Market Picture

AS THE YEAR 1956 APPROACHED with cattle prices the lowest since the spring of 1953, a note of cautious optimism emerged here and there throughout the industry. Perhaps the normally anticipated pickup in demand after the holiday season and a



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dull trade was merely a natural thing to expect, based on most previous years.

Even more basic reasoning would be the feeling that prices could hardly be expected to go any direction but up, after closing out 1955 at the low point of the year. Further, the strange relationship of livestock selling at "distress" prices in a so-called "prosperity" economy, cannot continue indefinitely. One or the other is out of step.

Other items which shed a ray of hope include the rapid liquidation of "warmed-up" cattle which were running on stalk fields, and also the large volume selling of new-crop cattle on a short-fed basis, thus removing them from the future supply. Looking forward to later in the year, the poor development of wheat pastures and depleted sorghum fields in the southern plains indicates that cattle normally bought in this area in the spring for finishing to a late summer and fall market will be down sharply.

Another consideration in the over-all meat production picture is the hope that excessive pork supplies may run their course in the near future. At least, based upon a recent government survey, we have been killing more hogs in recent weeks than should normally be available in an orderly marketing program. Recent figures released indicate that the United States raised only 9 per cent more pigs in the spring of 1955 than in the previous year. Yet, recent weekly slaughter of hogs under federal inspection has been consistently running 15 to 20 per cent above last year, and in some weeks as much as 25 per cent or more above a year ago. This tremendous hog kill has been largely responsible for new all-time records of weekly meat production on several occasions recently, since cattle slaughter has not often shown much more than 5 to 6 per cent increase over last year. The sharp drop in hog prices to the lowest levels in 14 years has certainly been a major factor in contributing to a sluggish beef market. We have not seen many times when a top quality dressed hog would bring no more than canner and cutter cow carcasses, but such has been the case recently.

Some Stability

During the past month, some stability was noted in fed steer trade, particularly for strictly long-fed kinds scaling 1,150 pounds down, grading choice to prime. There were, however, some additional 50-cent to \$1 declines on new-crop short-fed cattle, and especially those weighing from 1,200 pounds upward. Thus, the tendency toward a more selective market and a widening price spread was becoming more pronounced. Prime steers scaling under 1,200 pounds were able to reach \$23 to \$24.50 in a limited way in Chicago, while good and choice steers throughout the country generally bulked at \$16 to \$21 a large volume bringing \$18 up-

ward. Choice fed heifers were selling at \$18 to \$20, with prime occasionally to \$21.50 and \$22 in a small way. Quite a number of good grade short-fed heifers were showing up at various markets at \$15 to \$17.50.

Marketings of cows passed the seasonal peak and most packers were showing rather urgent demand for cows, with prices strengthening 50 cents to \$1 in recent weeks. A few fed cows were coming back grading high utility and commercial, bringing \$11.50 to \$12.50, and occasionally \$13. Most beef cows were selling in a spread of \$9.50 to \$11 for utility grades. Canners and cutters moved up to a price range of \$8 to \$10, an increased number able to bring \$9 or better. Bulls also worked 50 cents to \$1 higher, as the bulk of bologna bulls were bringing \$12 to \$14, occasionally smooth high-yielding kinds \$15 and better.

Some additional 50 cents to \$1 declines developed in stocker and feeder cattle, but trade had reached a seasonal lull so that no big volume was moving. Medium to good quality was mostly represented in recent sales of stocker and feeder steers in a price spread of \$14.50 to \$16.50, an occasional load of choice quality steers making \$17 to \$18. Heifers of medium to good grades were bought at \$12 to \$14.50, good to choice quality fleshy feeder heifers occasionally to \$15 or above.

Choice stock calves were not offered in any volume, with good to choice kinds selling from \$15 to \$20, an occasional load of uniformly choice \$21 or better. Heifer calves generally sold \$2 to \$3 under the steers, sometimes as much as \$4 less. Medium to good stock cows sold at \$8.50 to \$10.50, most sales \$9 or better per cwt.

Cows Still Kept

While the slaughter of cows and heifers during the early part of 1955 held up well, many markets did not receive as large a proportion of culled-out cows late in the year. Apparently, the relatively low market value of an aged cow, in comparison to the value of a calf which she can produce, leaves an incentive to keep the cow another year to raise another calf. Consequently, while we have gradually approached closer to the necessary percentage of cow and heifer kill needed to reduce cattle population, it does not appear that we have yet turned the corner to a downward trend in numbers. In fact, barring drought or other unforeseen circumstances, it may be some time before such reduction will ever develop. Recent discussions of "soil banks" to control overproduction of crops might well lend encouragement for increasing the pasturing of livestock.—C. W.

Most every man works on the theory that he is a good loser, but few want to put it to the test.

AMERICAN CATTLE PRODUCER

California's 39th

THE 39th annual meeting of the California Cattlemen's Association at Red Bluff saw the re-election of President Harvey A. McDougal of Collinsville and First Vice-President Robert O. Johnson of Sanger. John M. Marble was named a vice-president, with Orville Cumming and Brunel Christensen re-elected also as vice-presidents and J. Edgar Dick remaining as secretary. Mr. Marble is chairman of the American National's marketing committee; he succeeds James M. Sinton of Shandon, who is head of the American National's transportation committee.

Vice-President Christensen was chairman of a panel on state big-game management which brought many questions from the floor. An open discussion with questions from the convention floor on matters pertaining to the cattle industry, was another feature, under the chairmanship of President McDougal, with federal beef grading much in the spotlight. Jerry Sotola of Armour & Company and J. Earle Coke, vice-president, Bank of America, San Francisco, were convention speakers.

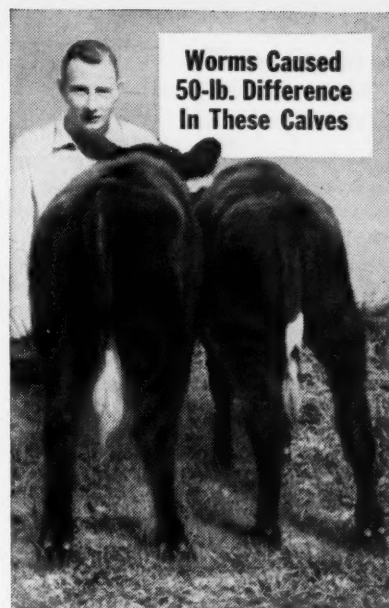
In the resolutions the Californians urged cooperation in the state's voluntary calf-hood vaccination program; referred to the American National for

action on proposed brucellosis regulations of interstate movement of animals; called for greater federal participation in predatory animal control; asked the agriculture secretary to establish a laboratory within the Agricultural Research Service for testing all livestock biologics to insure safety and potency. Further recommended were USDA and state studies on prevention and treatment of such diseases as anaplasmosis, leptospirosis and rhinotracheitis, and state research on problems of abortion, particularly in first calf heifers. The cattlemen urged that funds be provided to build and staff new laboratory facilities to replace those closed or curtailed because they conducted work with organisms pathogenic to man (with resultant interruption of necessary research work.)

Also requested: That sausage and other processed products which contain foreign cold-storage meat be so labeled; continued and increased use of voluntary federal beef grading.

Secretary Benson's "soil bank" proposal was protested, and a recommendation made that Congress regain its control over foreign trade, with tariffs maintained on a basis to equalize costs of production here and abroad.

A wider spread in the flexible support program was favored, as was the capital gains tax basis on all breeding animals owned for a period of six



JOHN McFALL WITH TWIN CALVES he fed which proved the difference worm control makes. Calf on right looks normal for a 4-month-old, but is 50 pounds lighter than its twin that got "Pheno" in its feed.

Tests Show Most Cattle Have Worms and New Control Practice Pays Off

John McFall, Mineral Point, Wisconsin, proved to himself and his neighbors that even moderate worm infections of "normal-looking" calves can make a big difference.

From the time the twin Short-horn calves (above) began to lick dry feed, he fed one calf a commercial ration that contained a small amount of Phenothiazine, while the other twin got the same feed but without the Phenothiazine. When this picture was taken, the calves were four months old, and the one on the left which had eaten small amounts of Phenothiazine every day was 50 pounds heavier. Also, its coat was superior and over-all appearance better than its untreated twin.

WORM CONTROL for your beef and dairy cattle can be just as easy and profitable no matter where you farm. Many manufacturers of feed and minerals now offer products containing Phenothiazine for worm control. Ask your supplier for these products. For free booklet on worm control, write Du Pont, Room 2533-N, Wilmington, Delaware.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



The top picture in this double-decker taken at the California meeting is (reading l. to r.) of Robert Johnson, Sanger, the first vice-president; Harvey McDougal, president, Rio Vista; J. Edgar Dick, secretary.

In the lower view, members of the local convention committee: Lyman Willard, Red Bluff, treasurer of the Tehama County association; Harry Stover, Red Bluff; Abner McKenzie and Darrell Conard, also of Red Bluff.

January, 1956

months. The association favored the westbound freight rate reductions on fresh meats and packinghouse products, provided reductions are applied percentagewise to live animals also, and to the movement east as well as west.

The armed forces were urged to show a maximum integrated program of land use before being permitted further land expansion; that in event of withdrawal of public domain lands, users be justly compensated. A financial reserve was sought for reforestation and revegetation of burned-out land, and continued appropriation by Congress for reseeding public lands where justified economically.

Work of the Western States Meat Packers and the National Live Stock and Meat Board in boosting meat was commended, as were the CowBelles and American Meat Institute. Establishment of a beef promotion program was called for, to be financed in the state at 10 cents per head assessment on all cattle and calves sold.

HIGH-FLYIN' LIVESTOCK PRESENTS PROBLEMS

Today, 76 per cent imported poultry comes to this country by air, and about 54 per cent of the horses. Before World War II almost no animals were flown in. Now, one out of nine sheep, goats, swine and zoo animals come into the country by air. Increase in air traffic makes more difficult the job of keeping out pests and diseases; travel is so fast it outruns normal incubation period for nearly all livestock diseases. Bluetongue of sheep and scrapie of sheep are examples of diseases which may thus break out. (From talk of Dr. M. R. Clarkson, USDA's Agricultural Research Service.)

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Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

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2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



FREE CATALOG

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA

This "off-duty" California convention shot shows Dave Snedden, Bak-ersfield; Hubbard Russell, Maricopa; Hugh Baber, Chico, and Robert R. Hudson, Maricopa. Messrs. Snedden, Russell and Baber are former presidents of the organization.



Maryland Elects New Leaders

THREE MARYLAND beef cattle producers were elected to the board of directors at the annual meeting of the Maryland Beef Cattle Producers, Inc., in West Friendship. They are Elmer E. Hodges of Frederick representing Aberdeen-Angus, A. Leland Clark of Poolesville representing Herefords and E. G. Terpenning of Thurmont representing Shorthorns. They are elected for three-year terms.

Other Board members and officers for 1956 are Irvin O. Wolf, Westminster, president; Fred C. Downey, Williamsport, vice-president; Herschel H. Allen, Jr., Phoenix, secretary-treasurer, and Thomas S. Gordon, Westminster; Arthur MacArthur, Port Deposit, and Arthur B. Shipley, Sykesville.

Plans were made at the meeting for the second annual spring feeder calf sale in April.

The organization is composed of commercial producers and breeders of purebred beef in Maryland. Organized in the spring of 1953, the aim of the association is to stimulate the production and marketing of beef cattle in the state of Maryland and adjacent areas.

Dr. John E. Foster, head of the department of animal husbandry; Amos R. Meyer, marketing specialist, and Boyd T. Whittle, extension animal husbandman of the University of Maryland Extension Service, work closely with the organization throughout the state.

The Maryland organization recently held its third annual feeder calf sale. A total of 894 animals sold.

Miss. Plans Meet

A record turnout is expected for the Jan. 19-20 meeting—the 10th annual one—of the Mississippi Cattlemen's Association in Jackson. The state gathering includes sessions for CowBelles and Junior Cattlemen. The meeting will be

presided over by Dorris L. Ballew, the cattlemen's president.

The convention will be addressed by Aled P. Davies of the American Meat Institute, Chicago; Tom Glaze of Swift & Company, Chicago, and Don Bartlett, of the Mississippi organization. Other speakers, on the second day, will include Harold F. Breimyer of the USDA. A beef demonstration will also be a program feature; it will be put on by A. R. Ring of the National Live Stock and Meat Board.

ASSN. NOTES

Nebraska Stock Growers, meeting at Alliance on Dec. 28, unanimously opposed any action that would incur use of price supports on cattle. Said the president, Bern R. Coulter, Bridgeport, "... it is still to our best interests that a free enterprise system be maintained."

The Colorado Cattlemen's Association last month registered strong protest against any governmental farm program that would be injurious to livestock production, following the Benson proposal for establishment of soil banks. At a meeting in Colorado Springs, the more than 300 cattlemen also opposed a new federal brucellosis proposal; called for activation of a Colorado Beef Council, and favored open, competitive cattle markets.

In an address before the Colorado organization's banquet, Former Governor Dan Thornton proposed a world food bank to help ease the farm surplus situation. Emphasizing that no magic formula could be offered for solving the problem, Mr. Thornton suggested six points of assistance: (1) remove agriculture from politics, make it nonpartisan; (2) survey the country's food needs, costs and surpluses to determine further action; (3) create the world food bank for utilizing surpluses to feed hungry peoples (4) set up a plan for buying of food for the military; (5) establish a premium on female stock at market, the government to pay this premium to bring such stock to slaughter and reduce production; (6) keep track of all stored foods and

disposing of those not fit for human use. Food placed in the world food bank could be bought by any country through loan, credit, cash or trade. The military buying program has now been activated.

The Coloradans also heard C. T. Sanders of the National Beef Council and two panel discussions during the program.

The regular executive committee meeting of the Wyoming Stock Growers was held Dec. 13-14 in Cheyenne. In resolutions, the group recommended establishment of quotas on all livestock products imported, over and above the amount of livestock products being exported, and that imports be curtailed pending alleviation of the industry's crisis; opposed proposals for delegating to any domestic or international agency tariff-making or trade-agreement powers, away from the Congress; recommended a 10-cents-a-head deduction on each animal sold for use in beef promotion; opposed federal aid to education. Also, favored continued and improved use of voluntary federal grading of beef; asked appropriate allowance by the various federal agencies in arriving at carrying capacities in issuing of term permits on forest and Taylor lands, because of drouth; protested the Benson program for converting retired crop land to production of grasses and forage crops; called upon the American National to make a study of economic problems of the industry.

Almost the full membership of the 115-man committee attended the Cheyenne meeting. Also present, to address the group, were Howard Doggett, assistant to the assistant secretary of agricultural stabilization; Miss Jeanne

Waite, assistant executive director of the National Beef Council; Dr. G. H. Good, head of the Wyoming live stock and sanitary board. Representatives of the University of Wyoming discussed with the committee a proposed new range experiment station for the state.

The South Dakota Stock Growers Association held its second quarterly meeting in early December at Rapid City, where it passed a resolution endorsing the proposed soil bank plan—but stated that acres taken out of production should not be used for any farm production, including livestock.

In a regional meeting at Roswell, some 600 members of the New Mexico Cattle Growers called for protection to the livestock industry against overproduction in the event the Agriculture Department's soil bank plan is put into effect. They also asked for thorough investigation of the use to which the Defense Department is putting present land holdings and any further acquisitions; called for regulatory legislation in connection with mining operations and claims.

Sherwood Culberson of Lordsburg, president of the association, presided at the sessions.

Charles Gyrman of Tyrone has been elected president of the Southern Colorado Livestock Association at its annual meeting in Trinidad, Colo. Also elected: Bob Parsons of Weston, vice-president; Harry Byrne, Trinidad, secretary; E. L. Survant, Trinchera, treasurer.

Members of the Green River Valley Cattlemen's Association, meeting at Pinedale, Wyo., some weeks ago passed two resolutions expressive of their concern over the present industry situation. These: requested the American National to hire a staff of competent experts to make and maintain a thorough study of the economic problems of the beef cattle industry, and to have necessary personnel "to represent and defend the industry before Congress, before industry, before labor groups and before commercial organizations throughout the nation"; registered definite opposition to federal grading of beef and asked that it be discontinued.

The Washington Cattlemen's Association is planning to hold an all-breed range bull sale at Colfax on Feb. 19-20.

Government Buys Meat For School Lunches

On December 9 the USDA announced offers had been requested from processors to sell to the department approximately 10 million pounds of frozen hamburger for nationwide distribution

to schools participating in the national school lunch program, with funds from Section 6 of the National School Lunch Act.

The frozen hamburger purchased is to be of U. S. commercial or higher grade steer, heifer or cow carcasses, the product to be packed in 50- to 60-pound boxes, for delivery from mid-January to mid-February. In making awards, the department announced it might consider differentials for transportation.

The purchase will provide nutritious food for school children, while helping to expand consumption of beef and broaden market outlets for cattle producers. The American National has long advocated that a reasonable part of the funds appropriated directly for school lunch purposes be so spent.

CUTTER LAB. EXPANDS

Cutter Laboratories has purchased the 35-year-old firm of Haver-Glover Laboratories, Kansas City, Mo. The Berkeley, Calif. pharmaceutical firm also recently bought Ashe Lockhart, Inc. in Kansas City.



CALF CHUTE

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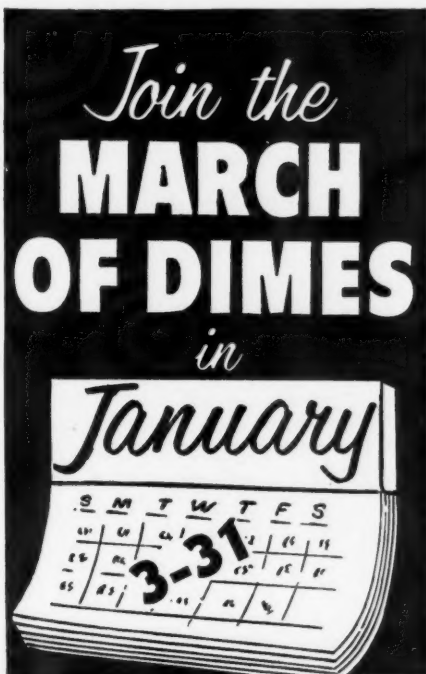
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F. E. MOLLIN

(From Page 10)

from the older fat cows, which would still be called commercial.

The details of this plan have been published in the Federal Register, and to date practically all the comments sent to the department have favored this split. It is rumored that the American Meat Institute intends to oppose it at the last minute, but as this report is prepared they have filed no official protest.

Brucellosis Regulation:

We regret to report that the Interstate Brucellosis Regulation, which was endorsed at our Colorado Springs and Reno conventions with minor suggestions as to changes, has been ditched by the Agricultural Research Service and a new regulation submitted for consideration, which so far as we know, does not please anybody. We think it is unfortunate that the department did not move in this matter long ago to establish a reasonable interstate regulation which might have headed off some of the numerous burdensome state regulations now in effect.

At this late date there doesn't seem to be much point in adopting a regulation if it is merely a compilation of the worst restrictive features of all the state regulations. We would be

better off without such an interstate regulation. The proposed new regulation will be carefully studied by our committee on sanitary regulations, and recommendations made accordingly.

Considerable progress has been made in the West in cleaning up areas following the Agricultural Research Service ing the calfhood vaccination program. sincerely wants to get this job done, there are three things which are important: (1) Official vaccinates should be allowed free movement interstate; (2) animals not vaccinated but negative to the brucellosis test should likewise be allowed free interstate movement; (3) in order to make rapid progress in the calfhood vaccination program, it is essential that recognition be given to technicians as well as veterinarians in the performance of this work.

Smuggled Charollaise Cattle

At long last the federal authorities have succeeded in moving back to Mexico the last three of the smuggled cattle. Recent applications from Central Mexico for legal entry of breeding cattle (probably some of the same herd previously smuggled in) have been rejected by the Agriculture Department. The Agricultural Research Service is to be congratulated on the firm stand it took in demanding removal from the United States of these illegally entered cattle.

Traffic

Charles E. Blaine of the firm of Charles E. Blaine and Son, our traffic managers, reports in detail to the executive committee.

The railroads have just announced an application to the Interstate Commerce Commission for a 7 per cent increase in freight rates despite the fact that their earnings generally have been good and that some of them, at least, have been paying extra dividends during the past year. It is certain that they are in much better financial condition than the average livestock producer or feeder, and this attempt again to increase freight rates will be resented by the industry.

It must be obvious to all that continued increases in wages, freight rates and in practically everything the farmer and rancher has to buy at a time when the agricultural income has sharply decreased and is continuing to decrease, if long continued can result in very serious damage to the national economy.

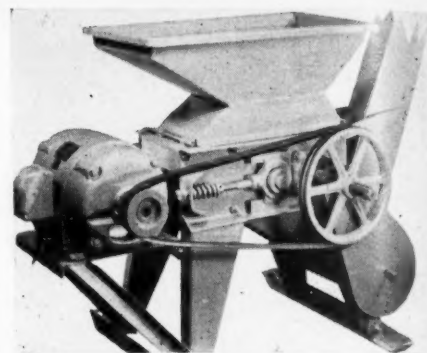
Expanded Highway Program

The American National in the past has not gone deeply into the question of highway development. However, the current proposals which will be debated early in the next Congress are so far-reaching and of such grave concern to every citizen and taxpayer that it would seem to merit our consideration and appropriate resolutions at this convention.

Finances

The staff is delighted with the new office building. The cost of the build-

NEW GRAIN ROLLER



The Farnam Equipment Company, maker of this new "Grain-King" Roller Mill, calls it simple, strong and soundly built—with no gears or complicated mechanism. The new deep-groove, interlocking rolls of case-hardened steel are a big feature of this low-cost farm size grain roller with capacity to feed dust-free, fresh rolled grain to 1,000 head. No roll adjustment is needed to handle any kind of small grain. For adjusting from fine to medium or coarse grind, as desired, adjustments can be made quickly and easily by moving front roll forward or backward as required. The 6"x8" rolls are welded solid to stress-proof 1½" steel shafts. The operator is protected from the elevator chain by a shield.

ing, exclusive of new equipment, was slightly more than \$140,000 and the total amount of unpaid certificates of indebtedness is a little less than \$15,000. Donations to the building fund were slightly more than \$105,000 and the balance of the cost came out of association assets.

In addition to the cost of the building itself, about \$7,500 was spent on new furniture and equipment.

In addition to these unusual expenditures, we donated \$5,000 to the National Beef Council, and yet the cash assets of the association and the American Cattle Producer, combined, as of Nov. 30, exclusive of the building itself, are about \$80,000—very close to the amount with which we began the fiscal year on Dec. 1.

New Members

The life blood of any organization depends on a constant replacement of members. Covering such a wide scope of the country, it is very difficult from the office to establish anything like personal contact with prospective new members. We have sought to bridge this gap with our field man, Russell Thorp, but even he must depend a great deal upon the cooperation of our members in the various sections of the country to make real progress.

There is no substitute for direct contact by men already interested in the association. For example, Fred Wittig of Washington state recently sent us ten new applications for membership in one mail. Many of you could get some of your neighbors to join if you would just take a day or

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Eat rare broiled beefsteak every day.
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two off to push it, and we would very much appreciate your help.

During the year cattlemen's organizations in New York, Maryland and Tennessee joined the American National. The range of our activities widens and the work of the busy office force increases as we enter new territory.

Conclusion

We are all hoping for better prices next year than obtained during 1955. The demand is there! Much depends upon whether we continue to oversupply it or not. Certainly there should be less tonnage of beef next year as feeders will hardly repeat the production of so many long-fed overweight cattle. There is, therefore, some hope that the average price for the year 1956 will be as good or better than the average for 1955, and certainly better than the low levels of recent weeks.

THIS IS MY 27TH AND FINAL REPORT as your secretary. As I look back over the years, I am very sure that the thing which has attracted people to the organization and made possible this great convention and the great conventions of recent years is the fact that the American National has always been a fighting organization. Don't give up the fight.

J. C. Holbert

(From Page 12)

time and into the field of marketing. All we have thought about for the last 150 years is how to produce more cheaply in order to meet our fixed costs and support and educate our families. We have not taken any time off from producing to market our products. We have left this entirely in the hands of others. I fully recognize the work of the National Livestock and Meat Board, and the good work that this association, The American National Cattlemen's Association, are doing.

Various state organizations have attempted to popularize beef. We, in Iowa, through our Iowa Beef Producers Association tried very hard the past two years to put over a beef campaign in the month of May. Many in our state say we did a good job. We took up a donation which amounted to around \$10,000, plus the help of state appropriations which would amount to about the same. It was a start in the right direction, but it amounts to about the price of four carloads of feeder calves. We should be spending in the state of Iowa at least a million dollars a year to promote beef. Every cattle association and every cattle feeder and breeder should be devoting at least one week out of the year to the promotion of his own product. Most of us in Iowa don't spend five minutes. Of course, that isn't true of the cattlemen of your states. Or is it?

If we had a strong marketing organization we would know why finished cattle dropped 30 per cent to 35

per cent in price from February to November with retail prices staying practically stable and the price of meat in restaurants, hotels and dining cars showing no trend downward with no increase in the portion served. Facts are facts.

The packing industry will show a larger profit in 1955 than in 1954. Packing workers as a whole have had an increase in wages. Retail stores, especially chain stores, will in 1955 show as much profit, if not more, than in 1954 and most of their workers received an increase in wages. None of this increase has been passed on to the consumer. In other words, the increase in profits and the increase in wages have been taken off of the live product and the Corn Belt feeder has been the one, up to this point, who has carried the brunt of the great spread between the price of live animals and the finished product.

In conclusion, I would like to make the following suggestions:

1. Develop a strong marketing program through personal efforts from our local communities up to the national level.
2. Encourage the government to buy better meat and more meat for our armed forces and for school lunches. It is a pity and a shame the quality of the product used for school lunches. We are not creating a greater desire in our children for meat.
3. Money appropriated by federal or state governments for the benefit of agriculture should be appropriated mainly for developing a sound marketing program. A very high per cent of all money spent for agricultural work has been spent on production. It has created cheap food for the American consumer but has put the producer in an unfavorable financial position. Let's suggest to our senators and representatives, both state and national, that we earmark appropriations for the promotion of better marketing.
4. Suggest that the packers and allied food handlers, for the sake of teamwork, discontinue feeding operations in competition with farmers. Let it be clearly understood that we would oppose any law that would prohibit their feeding, but we recognize such practice as a bearish factor for a given day or week on a market.
5. Improve our educational program on the value of meat for health. The diets of many segments of our population are definitely deficient in protein—the teen-age girl, the elderly, the overweight.
6. The field of expansion of meat for benevolent purposes is unlimited. We cattlemen would do well to spend some effort in that direction. We could develop it individually and as associations



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GIANT 3" MARINE ROPE, specially treated, acts as wick. Holds full quart of oil. Provides perfect rubbing and scratching surface. Oils cattle thoroughly. Wears like iron. Cattle using oiler trip "oil release valve", and a measured amount of oil flows onto the rope wick from 5-Gal. supply tank. Thus, rope wick is kept thoroughly saturated at all times.



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Mixes 1 to 20 with fuel oil, diesel oil or petroleum distillate for use in stock oilers. Improves animals coat. Conditions hair and hide. Also mixes with water to spray for grubs, lice, ticks and mange mites. Economical dilutions up to 1 to 160 . . . only \$12.75 per gal.

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The man who aims at nothing in life is almost sure to hit it.

Where the future begins

Today it begins with better production . . .

- Bred-in strength
- Uniformity
- Maximum beef output

WHR blood assures these success factors

Wyoming Hereford Ranch



Cheyenne, Wyo.



WEST FLORIDA PROMOTES BEEF



A beef promotion attraction of the West Florida Livestock Association. This float was made up by a group of the members who entered it in competition at a tobacco fair and festival in Gadsden County and placed third. Later the float was also entered in a parade at Tallahassee by the Leon County Cattlemen's Association.

with the cooperation of churches and other organizations.

While we do not want federal support or aid for the cattle industry, it would seem to be sound and logical in times of excess production to invest a little money in our own unfortunate and underfed. If we can give billions away to foreign countries for imaginary purposes we should be able to spend a few millions on surplus food for our own needy who, many times, go to bed hungry.

Our aim for 1956 should be that every family in America serve meat at least once a day, as meat, not as a meat dish with a lot of filler. If we could do this we would have no surplus of red meat in 1956.

Jay Taylor

(From Page 9)

Now, however, the meat industry has instituted a packer-trim on pork which puts those chops and roasts on the retail counter in a very attractive manner. Sales of pork are recovering indeed.

And the sheep people are getting ready to spend a big sum on lamb promotion—we have some real competition ahead.

To me, this illustrates that the beef industry cannot be complacent—we have new merchandising techniques to try, new raising and feeding concepts to adopt. But, uppermost in our minds, we must remember that we are in a competitive world—and Mrs. Homemaker needs to be "told-and-sold" every day.

The key to the success of our promotion for beef has been the state promotion units working with the American National and other national groups in developing a council to put the emphasis on beef. You must, through your

individual actions and state groups, work out the plans which best suit you for financing and cooperating with a national campaign. From these will come the answers for a national program.

In the future also lies the fuller realization that ranchers and feeders must be more vitally concerned with major agricultural policy. Recent events have certainly illustrated that solutions to individual industry problems are not easy to find—particularly when our economy is so tied together.

To me, the support programs have illustrated what can and does happen when you try to patch something together. It's just like a dam on the Mississippi. Sure, you can store plenty of water behind the dam, but Ol' Man River keeps right on rolling, bringing more and more water every second. You can't just keep building higher dams and storing more water—because that water is still there to hang like doom over everyone downstream.

Cattlemen have been against price support on cattle for two good reasons: First, because of the support-control program's denial of the fundamental rights of liberty and enterprise. . . . And second, because no support program ever devised shows promise of doing anything but hurting the cow business instead of helping it—and believe me, I've seen every scheme!

Look at cotton: Even with acreage restrictions, the U. S. cotton output is at a record level. But there are predictions that production of cotton outside the U. S., which has doubled in the past eight years, will be more than enough for all foreign needs in the next couple of years. This means that there will be less and less demand for American cotton for export. And with the fine, efficient job cotton raisers are doing with their land, it is going to mean more and more acreage reduction.

But what does the cotton grower do with his "diverted land"? Few crops will be moneymakers for some years to come. So shifting to other crops won't help—the other crops are in trouble because of expanded production too!

And it certainly won't help the cotton raiser—or the cattleman—if those acres are used for more beef production. It won't take long before the unit return is so low that no one makes a living.

We've protested any encouragement of additional beef production from the acres diverted from other crops. It just doesn't make sense to patch something up, and then perhaps have to patch up another industry that was wrecked in the patching!

We have more than an adequate supply of excellent beef right now. We see promise of additional heavy supplies in the future. There is certainly no need for encouraging more cattle raising right now—and that's what will surely happen if a "Soil Bank" or other acreage diversion plans are adopted, without restrictions on grazing.

The cattle industry has been working hard to increase the efficiency of our operations—one of the key reasons that so many of us have been able to stay in business. We're constantly looking to the future through more emphasis on practical research and application of that research.

But this matter of efficiency works several ways.

We are caught in the squeeze of too-low prices for our products and ever-higher prices for the goods and services we must buy. We are told that much of the higher prices on our machinery comes from the constant round of wage increases—either through labor's bargaining or through the raising of the national minimum wage standard. We also know that much of the continuing high retail cost of foodstuffs is due to labor and other fixed costs at that end. We heartily endorse the study Secretary Benson is making on these costs.

Now, we certainly are not against prosperity for labor—they're our customers, and thank God that they are prosperous and able and willing to buy our beef and leather.

But perhaps we have been raised wrong. We always believed that more pay would bring more efficient and quality workmanship to a job. At least that's the argument used in seeking a wage hike—more pay, more production. And increased production should make the price lower.

Perhaps there has been more labor efficiency in many industries, but somehow it isn't apparent in the things we have to buy to make our own operations more efficient. Management is not blameless either—there are many places where plant expansion, automation and other modern and progressive techniques can lower the final price. And in times of stress in agriculture, it certainly doesn't make the farmer-customer happy when industrial profit

sheets continue to rise with no cuts in the cost of things he must buy.

This matter of efficiency works in other ways too. A cattleman or feeder can't expand or contract with the seasons of climate or economics. He has to continue producing or feeding at the level found most efficient for his setup.

There are, then, two fields which need improvement before the "optimum level" can be realized—credit and income taxes.

We have a fine system of private banking. We have government lending agencies. But too often ranchers and feeders operate under the darnedest hodgepodge of short-term, high-interest credit imaginable.

It is interesting, by the way, that the average consumer has no conceptions of the workings of credit in agriculture or business. "You mean you don't get 30-year loans at 5 per cent as we do on our houses?" No, and there are no regular pay checks to meet the payments either.

We were encouraged earlier this year with the enthusiasm and fast action our legislative committee got in the matter of government credit, particularly with FHA stepping in to help lift sick loans. But we need much more thought and work on credit so that the ups and downs can be leveled off to the benefit of everyone—producer and consumer alike.

It seems kind of funny to be talking about taxes when so few ranchers and feeders have any income to pay taxes on. But I believe that many of our problems today have come from our income tax laws. . . .

I am asking our tax committee to study the many tax plans being submitted and to work with our legislative committee this year on some tax law changes. For instance, if the federal gasoline tax of 2 cents per gallon were taken off, \$90,000,000 yearly would be saved the farmers and ranchers of the nation!

I've spent a very busy four years, as first vice-president and then as president. I've spoken in 47 states. (Seems that Vermont never could get two cattlemen to toss their hats on a table and hold a meeting at which I could speak.) I've stayed in your homes, fished with you, ridden into your high country to see some mighty fine cows. I've played softball with your kids and danced with your pretty wives. For me it has been a tremendous four years. And I've come up with a couple of pretty important conclusions on my personal "grass-roots" tour.

First, there is absolutely no substitute for individuality and enterprise. I've seen you do things on your ranches that are years and years ahead of research and industry. I've seen you people sell beef in the doggonedest ways. Sam Hyatt and many of the others say it better than I can, but the decisions we must face in relying on our self-reliance, our initiative, and

incentive are the most important decisions we have to make in life.

It's so easy to look for something for nothing—we've had 20-30 years of seduction. But we are constantly reminded that someday the calf has to be weaned and stand on its own feet.

Then I've seen how you've gotten together in your county and state association to work out your local problems with all the give-and-take of democracy. And, most important, I've seen how you've realized that a lot of our agricultural and livestock problems cannot be solved entirely at the local level. You've let the American National know how you feel—all of you having equal voice and the right to agree or disagree with your neighbors in other states. So I've come to the real conclusion that the American National will continue to grow in stature, service and effectiveness in direct ratio to what you, as individuals, put into it.

I have recommended to the Executive Committee that they do everything possible to provide some financial assistance to future presidents. I don't mean a salary, but I do mean that a man should have a little help if he needs to hire a manager or extra hands so that he can get away on American National business. With some sort of fund established—and a tradition started—we can feel more free about calling on the president for travel and time his job takes. And he should feel perfectly free about accepting the help in the spirit in which it was intended. . . . It's hard enough to make a buck anymore in the cow business without having to worry about the ranch suffering while he's gone.

Of course, past and present presidents have had help on travel expenses. But that isn't enough when the speaking and travel demands keep mounting. It will mean more financial support of the American National, but I can assure you that, unlike what I said before about wages—this is one case where we can expect more efficiency if our future presidents are freed of a part of the worry over their own businesses.

We don't know where we will be for convention next year, or the next. But it is certainly symbolic about Americans: here we are beginning three days of concentrated work and play, learning something while enjoying ourselves. And yet, over it all, we know that a three-day convention does not spell the entire story of an industry—it's the other 362 days of the year. It's the whole 365 days of concentration, of effort, of believing in God—and in having faith in the future.

PLANS SPECIAL MESSAGE

President Eisenhower is reported as planning to send a special message to Congress in the near future on the farm problem. Disclosure of the plan came after he had conferred with Agriculture Secretary Benson

GOOD (?) DEAL!

Surplus farm commodities held by the government hit a new high at the end of October, at just under \$7¼ billion. The USDA reported farm goods acquired through price supports went up \$409 million in October. In the first four months of the fiscal year beginning July 1, 1955, it lost \$240.5 million by taking in less on farm goods than they cost to buy and store.

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Kansas City, Missouri

Alan Rogers . . . (From Page 11)

5. The incidence of Vitamin A deficiency and poisonous plant losses was relatively higher in the West than in the other areas; bloat was higher in the South; urinary calculi was higher in the Great Plains; white muscle disease was higher in the Pacific Northwest.

6. Of the losses due to nutritional deficiency diseases and ailments, 36 per cent were attributed to bloat, 22 per cent to poisonous plants and 13 per cent to urinary calculi.

7. By rank, the most **damaging** parasites were: lice, grubs, screwworms, and hornfly, with the screwworm by far the most damaging of all in the South.

Feeding

1. The majority of cattlemen used non-legume dry roughages, with grass hay and dried grass cured on the stalk ranking first and second, respectively. Relatively more grass hay was fed in the Great Plains than in other areas, more dry grass cured on the stalk was fed in the Great Plains and in the West, and more cereal hay in the Pacific Northwest.

2. Except in the South, where a long grazing season exists, the cattlemen reported feeding mature cows a daily hay allowance of 18 to 22 pounds.

3. Twenty-one per cent of the cattlemen, or one in five, reported they fed some silage. Corn silage was the most popular. The average daily silage allowance was 25 pounds per mature cow.

4. Twenty-one per cent of the cattlemen reported that they did not feed any protein supplement. Cottonseed oil meal was used by more cattlemen than any other protein supplement; commercial feed supplements ranked second. Also, relatively more cottonseed meal was used in the South than elsewhere.

5. Those cattlemen feeding a protein supplement fed an average of 2 pounds daily per head to a mature cow.

6. The following feeding practices prevailed:

- (1) 41 per cent of the cattlemen fed cake or cubes on the pasture or range.
- (2) 30 per cent of the cattlemen self-fed a salt-protein mix.
- (3) 25 per cent creep-fed calves.
- (4) 42 per cent of the cattlemen fattened cattle out on pasture alone, 18 per cent grain-fattened cattle, and 24 per cent combined pasture and grain fattening.
- (5) 39 per cent fed out their own cattle, 2.3 per cent had them custom-fed, and 0.7 per cent customfed for others.
7. Most cattle—76 per cent of the heifers and 60.2 per cent of the steers—were fattened out as calves and yearlings. The younger cattle required slightly longer feeding periods than older cattle, and the steers required a slightly longer feeding period than the heifers to reach market finish. The cattlemen in the South reported that

they fed out relatively older steers than cattlemen in the other areas, whereas, in the Pacific Northwest there was a tendency to feed out older heifers.

8. More cattlemen fed block salt than any other kind, with ground salt ranking second. An average of 25.3 pounds of salt was fed to a mature cow per year, or 2.1 pounds per month.

9. Twenty-nine per cent of the cattlemen did not feed a mineral other than salt. Seventy-eight per cent of those using a mineral other than salt fed a commercial mineral mix.

Breeding

1. Of the cattlemen sampled, 8.9 per cent were purebred breeders, and the other 91.1 per cent were commercial producers, all or in part. Of the cows and heifers bred, 13.9 per cent were purebreds, and the other 86.1 per cent were of commercial or unknown breeding.

2. Of the cows and heifers bred, 58.5 per cent were Herefords, 4.1 per cent were Aberdeen-Angus, 2.6 per cent were Polled Herefords, and 34.8 per cent represented all other breeds—purebreds, grades and crossbreds.

3. There was a 79.5 per cent calf crop, and 62.6 per cent of the cows weaned off calves, which means that there was an appalling calf loss of 21 per cent between birth and weaning.

4. Only 0.15 per cent of the cows bred dropped dwarf calves and of the calves born alive, only 0.19 per cent were dwarfs.

5. Ninety-four per cent of the cattlemen reported using purebred bulls only; 40 per cent reported that production-tested bulls were not available to them; 22.7 per cent reported that they would not buy production-tested bulls even if they were available.

6. Nearly half (48.6 per cent) of the

THE STATE PRESIDENTS

John A. McMinimee of Outlook, Wash., the president of the Washington Cattlemen's Association, ranches in the Yakima Valley, 30 miles east



Mr. McMinimee

of Yakima which is in the central part of the state.

This is a father-and-son operation. John's father is W. C. McMinimee of Outlook, now retired, but well known as a rancher-stockman in the area for the past 50 years. The operation goes under the name "McMinimee's Farms."

It's a diversified ranch, with irrigation, where asparagus, sugar beets, corn and irrigated pasture are raised. The McMinimees operate a feed yard and pasture steers on irrigated pastures, to be fed out.

Both Mr. McMinimee and his wife, Mary, were born and reared in the same community where they have continued to live. They have four children—two boys, aged 12 and eight; two girls, 10 and three years. Mr. McMinimee mentions rather proudly that his wife is first vice-president of the Washington Cow-Belles, and that she has the college degree of the family, having taught school for some years before the children arrived. Now she is a full-time homemaker.

Of his own education, John McMinimee remarks briskly that he went to high school but that after that the school of experience, of

work, high and low-produce and livestock markets took over his education.

As president of the Washington association, he lists these problems: (1) getting the government to release grain for feed; (2) keeping the USDA from talking in terms of diverted acres going into grass. . . . "We have more cattle now than we know what to do with"; keeping interstate and ICC freight rates in line—so the West Coast won't become a dumping ground for midwest meats when distressed markets come along.

As a leading member of the year-old feeder committee of the American National, Mr. McMinimee offers some food for thought in these views on feeding: "Remember, after you have fed cattle for many years, your reputation as a feeder is at stake. All packers keep close records on each feeder's cattle as to how they kill (color, percentage and grade). Pattern your operation so you can present your finished product with pride . . . you have only two things to sell: quality of cattle and reputation as a feeder. I have always found a top cattle feeder never wants for a market or home for his finished cattle, even in times of distressed markets, because packers will protect him when just ordinary or poor feeders are running into plenty of grief."

Among the various kinds of community service in which this cattleman is active, he lists membership in the Grange (for himself and Mrs. McMinimee) the past 23 or 24 years; 4-H work; civic groups, etc.

. . . But above all, he speaks with pleasure of "meeting and working with the finest people in the world—the cattlemen of the U. S."

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RODUCER

cattlemen reported that they breed more than 80 per cent of their heifers to calve as 2-year-olds.

7. Twenty-two per cent, or about 1 in 5, of the heifers were retained as replacements, whereas 17.8 per cent of the cows were culled. Since cattle numbers were expanded in 1954, the year upon which these figures were based, it is probable that, on the average, about 20 per cent of the heifers are retained each year and about the same percentage of cows are culled.

8. Old cows were culled or removed from the breeding herd at an average age of 9.6 years and bulls at 6.3 years.

9. Eighty-two per cent of the cattle calved out on the pasture or range, without a shed or enclosure.

10. Except for the identity of the sire and dam, and the birth date and weight, a higher percentage of commercial operators than of purebred breeders keep production test records.

Management

1. Only 1 per cent, about 1 out of 5, of the cattlemen reported owning scales.

2. Forty-three per cent of the cows were individually identified, and 36 per cent of the calves were individually identified before weaning.

3. The three leading methods of marking or identification, by rank, were: hide brands, ear marks, tattoos.

4. Calves were castrated at an average age of 2.5 months, dehorned at 5.2 months and weaned at 7.3 months of age.

5. Most cattle were dehorned by means of saws and clippers. Dehorning with chemicals and use of polled bulls almost tied for second and third positions. Because of the screwworm problem, the use of polled bulls was especially popular in the South.

6. The vast majority of cattlemen used the knife for castrating. Because of the screwworm problem, the use of the bloodless method (the Burdizzo) was relatively more popular in the South.

7. Nine per cent of the cattlemen reported that they spayed heifers; that they spayed an average of 67.5 heifers each, and that they spayed at an average age of 8.9 months.

8. Ninety-six per cent of the cattlemen did their own dehorning, whereas 4 per cent had the veterinarian do the work for them; 95 per cent did their own castrating, while 5 per cent called on the veterinarian; 80 per cent did their own spaying, while 20 per cent had the spaying done by a veterinarian.

Marketing

1. The leading sources of market news information, by rank, were: radio, local newspapers, commission companies, federal market news service, and the Corn Belt Dailies (four livestock dailies in the Corn Belt.)

2. The vast majority of cattle—70.8 per cent of the steers and 63.6 per cent of the heifers—was marketed as calves

and yearlings. Also, relatively more calves were marketed in the South than in the other areas.

3. Most of the cattlemen marketed their feeder cattle through the following three channels, by rank: local buyers, central markets and community auctions.

4. Most fat cattle were marketed through the following four channels, by rank: direct to packers, central markets, local buyers and community auctions. Four and one-half per cent of the cattlemen were responsible for marketing $\frac{1}{3}$ of all fat cattle direct to packers—which shows that some very large operators sell direct to packers.

Information and Research

1. The source of most beef cattle information, by rank, were: magazines, livestock associations, neighbors, county agents and own experiences.

2. The most wanted types of beef cattle research, by rank, were: feeding and nutrition, pasture and range management, marketing, management, breeding, diseases, parasites, meats, dwarfism, and buildings and equipment.

3. In the dissemination of research, 66 per cent felt that the results are getting out soon enough, 34 per cent felt that they are not; 70 per cent felt that research results are getting out in a form that can be used, but 30 per cent felt that they are not in usable form.

* * *

Suggestions for Further Study

In most respects, this study exceeded our fondest expectations. The percentage response was excellent, the quality of the answers was such as to radiate confidence and the report herewith presented probably represents the most complete and accurate picture ever assembled of the problems and practices of American cattlemen. However, like most research, this study has prompted new questions and opened up new leads which should be explored.

The committee recommends that an effort be made to obtain additional data—perhaps (1) from the regular census of agriculture, which is taken at five-year intervals by the Bureau of the Census, and (2) from the American Veterinary Medical Association. Through such channels, the following points should receive consideration:

1. That the survey be truly nationwide in scope.

2. That it include enough numbers of the leading beef breeds to provide more conclusive information relative (1) to breed adaptation to different areas, as shown by such criteria as per cent calf crop born and weaned, and (2) to the incidence, by breeds, of dwarfism, cancer eye, prolapse of uterus, sunburned udder, etc.

3. That a parallel disease and parasites study, similar to the one by the cattlemen reported on herein, be obtained from the nation's veterinarians.

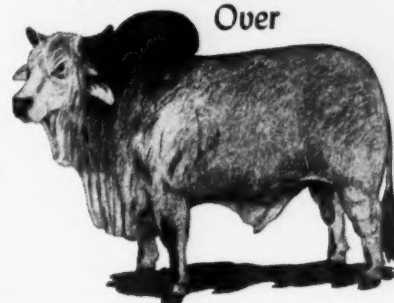
Those who desire to delve further into the subject can obtain a copy of

Washington Agricultural Experiment Stations (Pullman, Washington) Bulletin No. 562, entitled "Problems and Practices of American Cattlemen."

Move To Aid Hog Growers

The USDA's plans for helping hog producers continued last month with the department's announcement of total purchases of 21,649,000 pounds of pork products. Total purchases under the program now come to almost 50 million pounds of canned pork products and lard, with the products bought going into school lunches, to institutions and to welfare agencies.

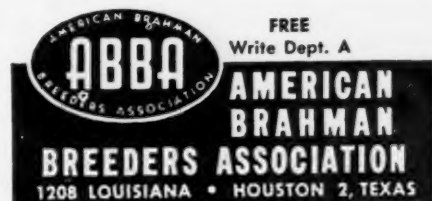
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What Do You See Here That Your Herd Needs?

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LADIES' CHOICE



Through a Ranch House Window

By Dorothy McDonald

Last year at this time I was meeting you all in Reno and discovering, not particularly to my surprise, that most of you were much as I'd pictured you.



Mrs. McDonald

Strange how well I'd come to know you just from your letters. I'm unhappy not to be with you now in fabulous New Orleans, but it is so far from San Diego that I couldn't fit in the time to go there. Some people may find life empty and lonely with the last of the children gone—but not me! Sometimes I think it might be wonderful to have a few empty and lonely hours, instead of trying to juggle two or three different jobs with my aging and stiffened fingers. But of course it wouldn't. We may like to complain that we're "worked to death," but it would be worse—the very worst, it seems to me—to wake up in the morning and think, "There's simply nothing for me to do today."

Such a thing isn't likely to happen to any CowBelle. I can hardly wait to hear what new beef promotion plans will come out of that "Cow-Belle of 1956" contest in New Orleans—but one thing seems sure: whatever ideas the contest brings out, they'll be effective only insofar as we, the members, carry them out.

So may I hope that you're having a wonderful time in New Orleans . . . and may I also wish for you the busiest and happiest New Year of them all in 1956?—D. M.

RANCH-HOUSE LETTER

It's nice when someone takes time out of the busy Holiday time to write, and we're very grateful to Vera Long, the president of the quite-new Oklahoma CowBelles, for her nice letter.

"We had a very nice summer," she writes, "and lots of late rain in September. It was a very lovely autumn; the foliage on oaks, blackjacks, cottonwood and elms was gorgeous in the fall colors. Grass and cattle both did well; the cattle weighed good and are still in good condition."

"The Oklahoma CowBelles have grown to 117 in number, and are pretty active. (See report of their activities

in the Chimes. Ed.) We've been sending our favorite beef recipes to local papers—think it has helped the sale of beef to some extent. As one city woman remarked, 'Each time a new recipe is printed I rush out and buy that particular cut of meat and try it.' We think a lot of others did the same. If we hadn't done something like this, just how low do you suppose prices would have gone?"

"We all enjoyed the dedication of the National Cowboy Hall of Fame in Oklahoma City on Nov. 11. It was nice to see so many people we'd met before—Mr. and Mrs. Dressler, Mr. and Mrs. Paxton, Mr. and Mrs. Lewis, Mr. and Mrs. Louie Horrell from Arizona. Also enjoyed meeting new ones—Mr. and Mrs. Keough, Mr. and Mrs. Reynolds from Kansas City, and of course Oklahoma's own Will Rogers, Jr. Hope we made them feel welcome and that they enjoyed us as much as we enjoyed them."

—Vera Long

At Home On The Range

Calories being the insidious enemies that they are to most of us—too many calories, that is—maybe I shouldn't talk about desserts. But I think they are such fun to fix (nice to eat, also, of course) that sometimes I just have to pass along a new or different one. This was served by a friend at a New Year's Day buffet party, and when I asked her if I might use the recipe this month she said, "My gracious, you're welcome

to it! But I've made it for years and years, and I haven't the least idea what it's called." So, since the flour-and-oatmeal crust was somewhat like my old favorite, Scotch Tea Squares, she and I decided to pass it along to you under the made-up title of:

CHERRY-PINE TEA SQUARES

Cook in a double boiler until thick:

- 1 No. 2 can pie cherries
- 1 No. 2 can crushed pineapple
- 1½ cups sugar
- ½ cup quick tapioca

Meanwhile, blend in a bowl:

- 1 cup wheaties or similar dry cereal
- 1 cup oatmeal
- 2 cups flour
- 1 cup brown sugar
- ¾ cup butter
- 1 tsp. soda
- 1½ tsp. vanilla

Line a baking pan with half of this crumbly mixture, spread on the cherry-pineapple mixture, cover with the rest of the crumbs and bake at 350 degrees for 30 minutes.

This is a rich but not too sweet dessert and should be served in small squares, topped with a swirl of whipped cream. A nice thing about it, for parties, is that it may be made in advance and refrigerated for later use.

I hope you like it. And now . . . good eating . . . and good evening . . . to you all. D.M.

To keep yourself healthy and stand the cold—It helps to eat fat beef—all you can hold.

Likewise, it's well, in midsummer's heat, To forget your calories and eat good lean meat. —Dan Hanson.

CowBelles In California



California Cow-Belles who enjoyed the recent convention at Red Bluff included, l. to r., Mrs. Arthur Gee, Los Angeles; Mrs. Glen Cornelius, Solvang; Mrs. Harvey McDougall, Rio Vista.

American National CowBelle Chimes

Vol. 4, No. 1

January, 1956

President—Mrs. Joe H. Watt, Moorcroft, Wyo.
Secretary-Treasurer—Mrs. Jack Dinwiddie,
Centennial, Wyo.

Vice-Presidents—Mrs. Fred Dressler, Gard-
nerville, Nev.; Mrs. Russell C. Larsen, Kim-
berly, Ida.; Mrs. Tom Field, Gunnison, Colo.
Editor—Mrs. Dorothy McDonald, 7905 Pala
St., San Diego 14, Calif.

THE NATIONAL COWBELLES IN 1956

Since this is the month of transition, there will be no Message from Your President in this issue. Arlene Watt, the outgoing president, said her "good-by" to you in December and the newly-seated president has not yet taken up her duties at the time this goes to press. We will hope that she will continue the practice of former officers and talk to you "person-to-person" in this column for the balance of 1956.

But in the meantime what do we, the rank and file of the organization, think of our National CowBelles? What can we do to strengthen and improve the organization in the New Year? How tighten the bonds that hold together the local, state and National bodies? I don't know what your opinions are—though I certainly would love to hear them!—but these are resolutions I'd like to see each CowBelle make in 1956:

1. To attend meetings, if at all possible—for while absentee members may lend their moral support, it is those who are right there, saying what they think and working out the plans of the group as a whole, who make the organization grow.

2. To be active at all three levels—local, state and National—and to encourage other members of my local group to do the same. For though one woman, or a dozen women, can raise only a small voice in the wilderness, when we speak in our thousands we will be heard.

3. To do my own individual share in the beef promotion program of 1956—to give the hours necessary for collecting and sorting recipes, for distributing them—to carry my fair share of the promotional work necessary to put over our second "Beef for Father's Day" program—to work to put over whatever plans the CowBelles may concoct to help our industry.

And to these resolutions might I add one other that I hope all state and local officers will make? That is, to report to the CowBelle column in your state cattlemen's magazine and to us here at CHIMES on your meetings, your conventions, your plans for 1956. And why not brief reports and pictures of your state officers and other prominent cattle-ladies so that others may get to know them, too, through our "Meet Your Neighbor" column? It's true that

geographically we are a very scattered group, but in our desire to help the beef industry we are very close indeed. And don't forget that pictures and the printed word can help to keep us so.

Happy New Year to you all!

Dorothy McDonald, Editor

A MESSAGE FROM YOUR COWBELLE PRESIDENT

South Dakota CowBelles met at luncheon in Rapid City on Dec. 1. Women interested in the cattle business and also women interested in the consumption of beef were invited to attend. After a brief business meeting an interesting program of colored slides was enjoyed.

* * *

Mrs. Fred Wojahn, North Dakota CowBelles' vice-president who has been "selling" beef in an entertaining way with her cowbell band, was her state's CowBelle delegate to the recent conference on Education in Bismarck, N. D. Among others who attended this very important meeting was Mrs. Dave Robinson, president of the North Dakota CowBelles.

* * *

Kansas CowBelles of District 4 met at Cottonwood Falls in November with a potluck luncheon that featured rolled beef roasts. Nine counties were represented and 12 new members were added to the roll. The Wabaunsee County CowBelles entertained with an original sketch of a model CowBelle meeting.

* * *

Malheur (Oregon) CowBelles gathered in Vale Nov. 18 and 19 for their annual meeting in conjunction with the Malheur Livestock Association. A card party was held Friday evening to welcome the ladies and was well attended in spite of the snowy weather, accord-

ing to Mrs. Tom McElroy, who was in charge of arrangements.

* * *

Colorado CowBelles attended a breakfast meeting in Colorado Springs on Dec. 3, with Pikes Peak CowBelles as hostesses. Seventeen local CowBelle groups were represented at the meeting, which was conducted by Mrs. Robert Burghart, Colorado CowBelle president. Mrs. Al Atchison, state beef promotion chairman, reported that Boyd Cousins, Kansas City manufacturer and owner of Perry Park Ranch, had invented, manufactured and donated 1,000 money-clip-key-ring combination sets for the CowBelles to sell for beef promotion funds. Mrs. Atchison also reported that one-half million paper place mats featuring Colorado brands, beef recipes and information on how to read brands had been ordered and will be used for beef promotion in hotels and restaurants.

Mrs. Burghart announced that the organization will hold its annual Stock Show Breakfast on Jan. 18 in Denver.

* * *

Fremont County (Colo.) CowBelles hosted their families at a covered dish supper in Canon City on Dec. 3, with 130 in attendance. This group reports that the essay contest, "What the Cattle Industry Means to America," is being carried on in all Junior High Schools in the county.

* * *

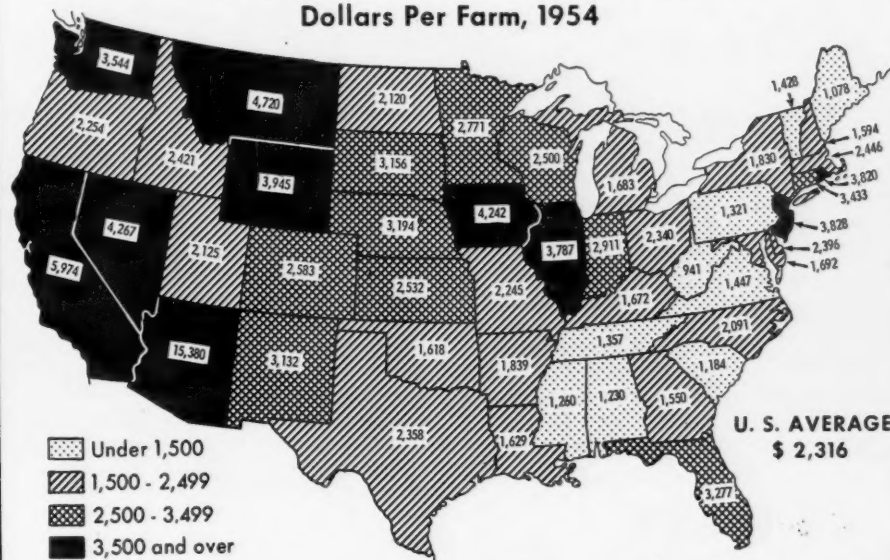
Lincoln County (Colo.) CowBelles enjoyed a turkey dinner at their Dec. 9th meeting in Hugo, with Hugo ladies as hostesses.

* * *

Kannah Creek (Colo.) Belles held their annual Christmas party, highlight of the year, at the home of Mrs. Mamie Claybaugh in Whitewater on Dec. 6.

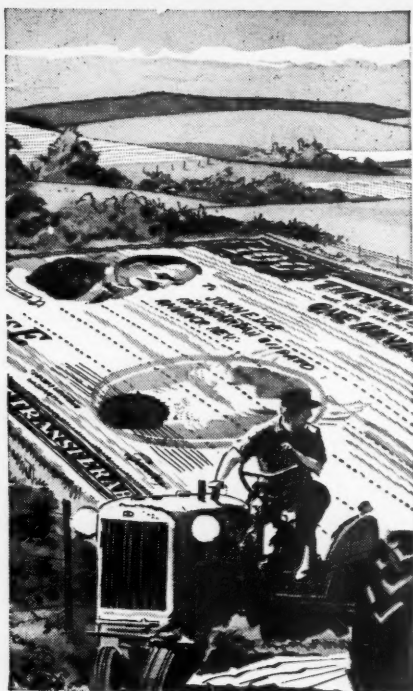
REALIZED NET FARM INCOME

Dollars Per Farm, 1954



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1955-55(12) AGRICULTURAL MARKETING SERVICE



Get on the "Bond Wagon" today!

He's planting his dreams here!



Every \$300 you "plant" in United States Savings Bonds now, grows to \$400 in 9 years 8 months ... to \$538.72 in 10 years more. Here's a big return on your money to put the children through college ...

...or a luxurious vacation someday. Savings Bonds can help you buy a new tractor. If you need to, you can cash your Bonds any time after the first two months.



Series "H" Current Income Savings Bonds are great for the person who wants interest paid by check every 6 months, instead of letting it accumulate. Interest is paid at an ascending rate, with an over-all yield of 3% for 9 years 8 months.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donations, the Advertising Council and

**American Cattle
Producer**



Oklahoma CowBelles enjoyed a busy year. They contributed beef recipes to local newspapers, sponsored a booth at the state fair and at several county fairs, handing out "Eat More Beef" stickers and selling "Beef Cookery." They presented Mrs. Raymond Gary, wife of Oklahoma's governor, with a copy of this cookbook. They sponsored the junior membership in Oklahoma for the National Cowboy Hall of Fame, and their president, Mrs. Lucius Long, served as one of the hostesses at the dedication on Nov. 11 in Oklahoma City.

The Nebraska CowBelles' luncheon at the regional convention of the Nebraska Stock Growers in Valentine on Nov. 17 was attended by 150 Belles. They report a wonderful time.

Representatives from 18 counties attended the Washington state meeting in Ellensburg in November to report on their year's activities. Kittitas County CowBelles hosted the affair.

Mrs. Ed Buchert was named chairman of the nominating committee at the Tonasket (Wash.) meeting on Dec. 7. Her committee will submit nominations at the annual meeting held in conjunction with the cattlemen's meeting in Okanogan on Feb. 4.

The essay contest, "What the cattle industry means to America" sponsored by the Fremont County (Colo.) CowBelles and cattlemen's association is well under way. Rules and regulations have been placed in all junior high schools in the county. (If you have a child in junior high, living in Fremont, who would like to enter, contact the teacher in your school or Mrs. Alvin Black at Cotopaxi.)

Don't forget: first prize is \$10, second \$5, third \$2.50. Winners will be guests of The Fremont County CowBelles at the cattlemen's dinner in March at Canon City.

Remember our slogan: "Watch your curves, Eat delicious beef!" Ellen Ross, Reporter, Cotopaxi, Colo.

Directors of the California CowBelles met Dec. 8 at the home of the president, Mrs. Freda Owens in Red Bluff; they represented 20 local groups. They voted to send a donation to the National Beef Council and to affiliate with the National CowBelles. A committee was appointed to choose a statewide youth project; Mrs. Lyman Willard reported on the plans.

The California CowBelles is purchasing a copy of the beef promotion film put out by the Arizona CowBelles, for showing throughout California and Nevada.

More than 200 ladies attended a Dec. 9 luncheon hosted by Tehama and Butte counties CowBelles. Mrs. John Guthrie reported on 16,680 sales of the Beef Cookery cookbooks—2,460 copies in California alone.

During 1955 several local groups sponsored Miss Katherine Nawn, meat specialist for the USDA, on her trip through California. Many have set up scholarships or other awards for 4-H and FFA beef projects; some reported on booths at county fairs, and all groups reported continued activity in the recipe campaign and "Beef for Father's Day" project.

On Dec. 10 a beef promotion brunch featured a talk by Robert Munyon, manager of the California Beef Industry Council.

The Santa Clara County (Calif.) CowBelles held their annual Christmas party Dec. 8 in San Jose, Calif. After luncheon there was a business meeting which included a report on the annual bull sale. Mrs. Ida Parks, chairman of the CowBelles' committee, reported that the sale, held at Gilroy, was very successful. CowBelles served food and coffee.

Co-chairmen of the affair were Mrs. Delinda Gianandrea and Mrs. Wanita Gianandrea.—Mrs. H. Patton, San Jose.

A CowBelle Writes

We are still awfully dry here in Missouri; not enough fall moisture for good winter pasture. Our snows have all been flurries, and none to remain on ground. We don't seem able to solve our farm problems, as removal of our little country school houses has been detrimental to the farmers, as it has taken away our community centers. And there is where we hashed over and settled a lot of those problems. Consolidation is ruining the farming communities. It's taking the boy away from the farm. And I am an ex-school teacher, who taught in one of those country school houses.

Enclosed is my subscription to the PRODUCER. The Xmas rush made me forget, and I don't want to miss a single copy; I love it. Hope to meet you all at the convention in New Orleans.—Mrs. Leon Cummings, Missouri CowBelle president, Kansas City.

Beef Plans Made

Members of the National Meat Promotion Committee, meeting in Chicago recently under the chairmanship of Carl F. Neumann, manager of the National Live Stock and Meat Board, outlined plans for coming meat campaigns. The group, including representatives from all segments of the livestock and meat industry, had set beef campaign dates in 1956 for Feb. 9-18; at their December meeting the members discussed plans for additional work on behalf of beef in April and May. Representatives of retailer organizations reported some of their members had shown increases up to 200 per cent in tonnage of pork and

AMERICAN CATTLE PRODUCER

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PRODUCER

beef this fall; in addition to encourag-
ing customers to make use of current
heavy supplies of meat, they urged
them to buy amply also for their
freezers for future use.

QUITE A DIFFERENCE

The December issue of the USDA's
Agricultural Situation points out that
farmers will receive about \$18.3 billion
for the food produced and sold in the
U. S. in 1955. The estimated cost of
these food products at retail store
prices is \$46.3 billion. The difference
of \$28 billion is the cost of marketing
domestic farm-produced food.

PROSPECTS VIEWED

Agriculture Secretary Benson in De-
cember predicted stronger prices in
coming months for fed cattle. He
declared that fed cattle marketings
appear to be past their seasonal peak.

The National Retail Farm Equip-
ment Association, which represents
15,000 dealers who depend on farm
prosperity for their own, reports this
year's volume of business has hit a
new high—and a "reborn confidence"
despite falling farm income and price
rises on tractors and other heavy ma-
chinery.

John A. Logan of the National Asso-
ciation of Food Chains believes food
prices are likely to remain stable in
1956; his industry expects a 4.3 per
cent increase in sales next year, on
the average, and is hopeful the farm
price drop has "about reached its
limit."

The president of the American Meat
Institute, Dr. Wesley Hardenbergh,
foresees a slight increase in meat sales
—possibly 1 per cent—to reach a new
record.

Food Chain Meat Figures

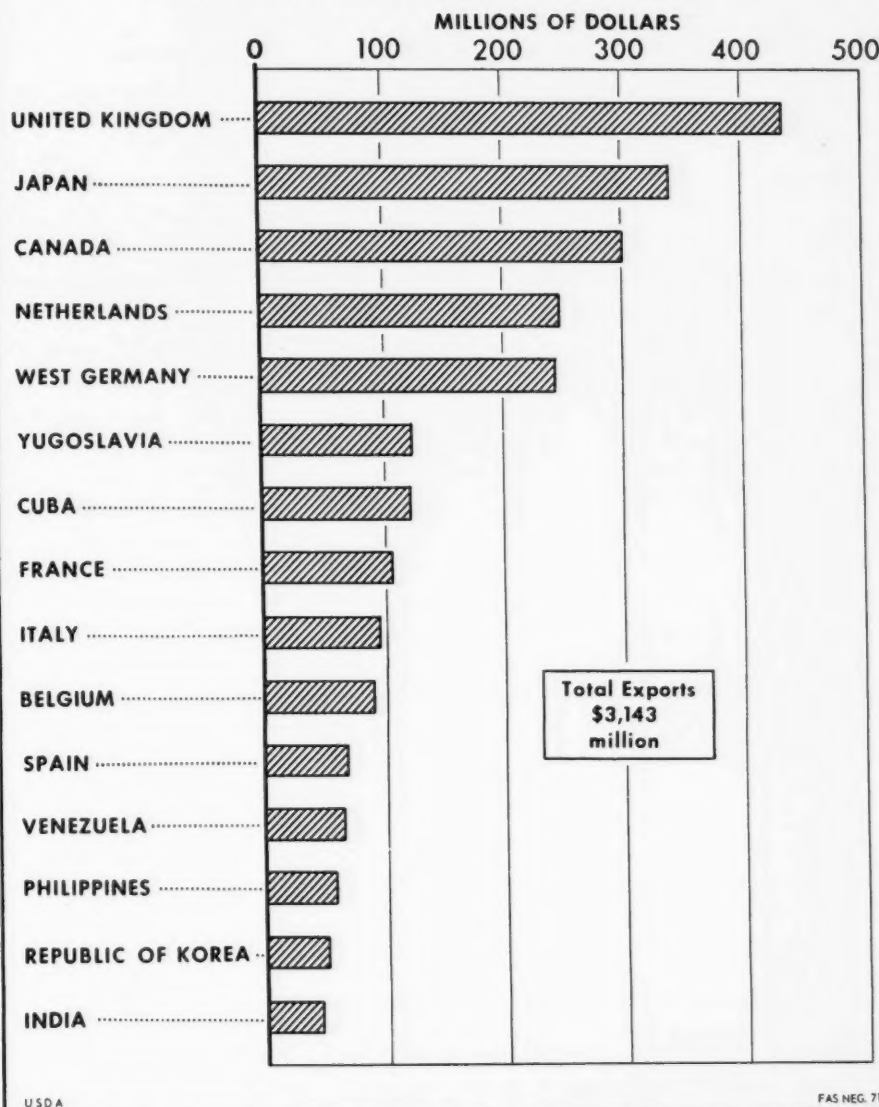
Meat sales records of member com-
panies of the National Association of
Food Chains in the 12-week period
ended Nov. 5, 1955 show chain super-
markets and stores were significant
contributors to the movement and pro-
motion of beef during the fall market-
ing season. Meat tonnage for 18 of
these members, operating some 8,117
markets and stores for the period show
the following change from comparable
period in 1954:

Beef production changes compared
with 1954 in the 12-week period end-
ing Nov. 5 was 10.6; food chain ton-
nage sales 12.3.

Newspaper advertising was the most
direct method of meat promotion used;
"institutional" advertising of meat was
also employed to help create confi-
dence in, and a desire to eat more

WHY IMPORT EMBARGOES ARE NOT PRACTICAL

MAJOR MARKETS FOR U.S. AGRICULTURAL EXPORTS: FISCAL YEAR 1955



meat. Emphasized in the ads were
appetite appeal, nutritional value, su-
perior food value represented by meat;
also, the story of chain food warehous-
ing, aging and packaging of meat for
greater consumer satisfaction.

An additional factor in the success
of these meat campaigns was to achieve
among chain supermarket employees
understanding of, and participation in,
this public service activity.

Cooperation of local newspapers in
livestock producing areas brought im-
portant support.

Safeway Closes 2 Plants

At Oakland, Calif., Safeway Stores
announced last month discontinuance
of two slaughtering plants in California
and also contract feeding of cattle to
supply the plants at San Francisco and
Los Angeles.

FULL STOP MAYBE

A device called the "Hot Shot Bull
Buster" is said to keep a bull from
dashing at another bull or unwitting
pedestrian; fitted over the animal's
head like a bridle, it has buttons con-
nected with a battery that causes a
shock when the wearer butts into some-
thing.

Something similar, recently described
in the news, is a magnetized headpiece
which, when worn by cattle, is said to
keep them from swallowing pieces of
metal with their food.

ARMY BEEF BUYING UP

The army, in its stepped-up beef
buying program, has increased pur-
chases during November and Decem-
ber, thus helping in marketing of heavy
carcasses for that period. September-
October purchases totaled 19,293,000
pounds of frozen boneless beef, beef
cuts and carcasses.

SALES

**FEB.
2-4
CALIF.**

RED BLUFF BULL SALE

Tehama County Fairgrounds, Red Bluff, Calif.

FEBRUARY 2, 3, 4

250 HORNED HEREFORDS

40 POLLED HEREFORDS

35 ANGUS

65 SHORTHORNS

Red Bluff Bull Sale Committee, P. O. Box 687,
Red Bluff, Calif. . . . Donald M. Smith, Manager.

ADDED CHICAGO SHOW NOTES

Purebred Hereford breeders from nine states won class honors at the Jesse Andrew Memorial Hereford Show held during the International Livestock Exposition. It was judged by Herb Chandler, breeder from Baker, Ore. The show champion came from Portage Farms, Woodville, O.; Walter Ruby of Madisonville, Ky., showed the reserve champion.

* * *

Registered Angus cattle selling at the International "Show Window" Sale brought an average of \$1,127. Total amount on 50 purebred Blacks was \$56,330. Ten bulls totalled \$11,900; 40 females \$44,430. Highest price for an individual animal was for a female, selling at \$5,300. Top bull brought \$3,000.

* * *

On Polled Herefords shown at Chicago, C. B. Teegardin & Sons of Ashville, O., and Ray and Gerald Clodfelter of Greencastle, Ind. took high honors.

TURNER TOTAL \$201,160

At Turner Hereford Ranch, Sulphur, Okla., last month buyers invested \$201,160 in 50 head of purebred Herefords to average \$4,023. Three bulls went to Mexico for almost \$6,000. The 36 bulls in all brought a total of \$178,310 for a \$4,952 average; 10 of the animals sold for \$5,000 or more.

YEAR'S PLANS LAID BY POLLED HEREFORD GROUP

In an executive meeting at Chicago, the American Polled Hereford Association has elected J. Ernest Lambert of Darlington, Ala. president. Mr Lambert also held the office in 1945. John Shiflet of Red Rock Okla. is the new vice-president. The 1956 National Polled Hereford Show and Sale will be held in Little Rock, Ark., it was announced.

TEXAS SHOW EXPANDS

Work is being rushed to complete \$300,000 in new facilities for the 1956

Southwestern Exposition and Fat Stock Show at Fort Worth, Jan. 27-Feb. 5. A new carlot-pen division building will have a capacity for 700 animals and include judging arena, seats for spectators and office space. The horse building and another structure are also being enlarged.

ALLEN HEADS SHORTHORN MEN

Herschel H. Allen of Baltimore, Md. has been elected president of the American Shorthorn Breeders in a Chicago meeting. W. Henry Dilatush of Memphis, Tenn. was named vice-president; Allan C. Atlason was re-elected secretary. Memphis, Tenn. was the site chosen and Sept. 21-29 the dates, for the 1956 National Shorthorn Show.

POLLED HEREFORDS AVERAGE \$1,100 AT CHICAGO

In the National Polled Hereford sale, held in conjunction with the Chicago International Livestock Exposition, 49 lots averaged \$1,100 and totaled \$53,920. The average for 17 bulls was \$1,689; for 32 females, \$785. The top bull price was \$8,200; the female top was \$2,500.

ANGUS BREEDERS ELECT

Aberdeen-Angus breeders, meeting at Chicago for the 72nd year, have named Otto J. Nobis of Davenport, Ia., president; John C. Gall of Uperville, Va., vice-president. Some 865 persons attended the annual banquet of the organization, at which Executive Secretary Frank Richards presided.

WEST FLORIDA SHOW SLATED

The West Florida Fat Cattle Show and Sale, an annual event sponsored by the West Florida Livestock Association, takes place at Quincy, Jan. 17-19. Association President Dave Greenwald states 260 prize beef animals are registered; they include 90 individual entries and 17 commercial carlots. For the first time in the 11-year history of the event, an open class for individual entries has been established. In the 1955 show and sale, 240 cattle sold for \$60,868.14, an average per-pound price of 27.36 cents.

COLORADO HEREFORDS SELL

In the early-December sale of the Colorado Cattlemen's-Colorado Hereford Association bull sale at Colorado Springs, the top price was \$2,000, paid by Carlstrom Bros. of Walden to San Isabel Ranch. Eighty-nine graded bulls were offered in the fifth annual event, which attracted a good attendance and strong bidding activity. Total money taken in was \$33,570 for an average of \$377.

SANTA GERTRUDIS NOTES

Eighteen head of Santa Gertrudis cattle were exhibited at the Chicago International in Chicago. This is the

AMERICAN CATTLE PRODUCER



Top beef judges in the 26th annual intercollegiate meat judging contest at the Chicago International show were members of the Oklahma A.&M. team, whose coach, Prof. Lowell E. Walters, is shown accepting a plaque from Lyle Liggett of Denver, making the presentation on behalf of the American National. The contest is sponsored by the National Live Stock and Meat Board. Contestants were Benny Hughes, the high individual; Don Troub, and Tom Reese.

CHICAGO CHAMPION



Dean A. D. Weber of Kansas State College congratulates Nancy Turner of Champaign, Ill., on her 986-pound Angus steer named grand champion at Chicago's International Exposition. The steer later sold at auction for \$15 a pound.

second showing for the breed at that event.

* * *

About 25 head of Santa Gertrudis, weighing some 17,000 pounds and specially bred in Texas for tropical ranching, have been exported to Brazil from Houston by air.

* * *

R. W. Briggs, Sr. of San Antonio has been elected president of Santa Gertrudis International, succeeding Richard M. Kleberg, Jr., of Kingsville, Tex. The new vice-president is John Armstrong of Selma, Ala., currently head of the Alabama Beef Council. M. W. Mauritz of Ganado, Tex., is secretary and John M. Bennett, Jr., of San Antonio treasurer.

DENVER SHOW ON MOVE

The 1956 edition of the National Western Stock Show at Denver is its 50th anniversary, running Jan. 13-21. It will be the first show run by the new general manager, Willard Simms, who succeeded the late John T. Caine III last year. Entries for the event have come in from many states, and reservations for attendance include some from Argentina, South America and Alaska.

NEW BRAHMA LEADERS

Paul Hermes of Hallettsville, Tex. has been elected president of the Texas Mid-Coastal Brahman Association. Fred Schluens of Cat Springs is the new vice-president, Sidney Wilbeck of Hungerford secretary-treasurer.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

We have 26 yearling bulls, 30 bred two's, etc. Also 75 Yearling bulls, 60 heifers.

F. E. MESSERSMITH & SONS

Alliance

Nebraska

"Our Herefords build the beef where the highest priced cuts of meat grow."

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle for many commercial cattlemen

RUGGED BULLS

REASONABLE PRICES

A. B. Hardin

Phone 022F23

Gillette, Wyo.

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

GRASS RANGE

N BAR RANCH

MONTANA

MILL IRON TOP \$6,000

The December sale of the Mill Iron Hereford Company at Hereford, Tex., brought a total of \$253,285 on 904 lots for a \$280 average. Bull top was \$6,000, and the female sale top was \$750.

RED BLUFF EVENT READIED

At Red Bluff, Calif., 434 service-age bulls will sell in the annual Red Bluff Bull Sale, scheduled for Feb. 2-4, according to C. F. Stover, chairman of the cattlemen's committee under whose guidance the sale has been conducted for the past 14 years.

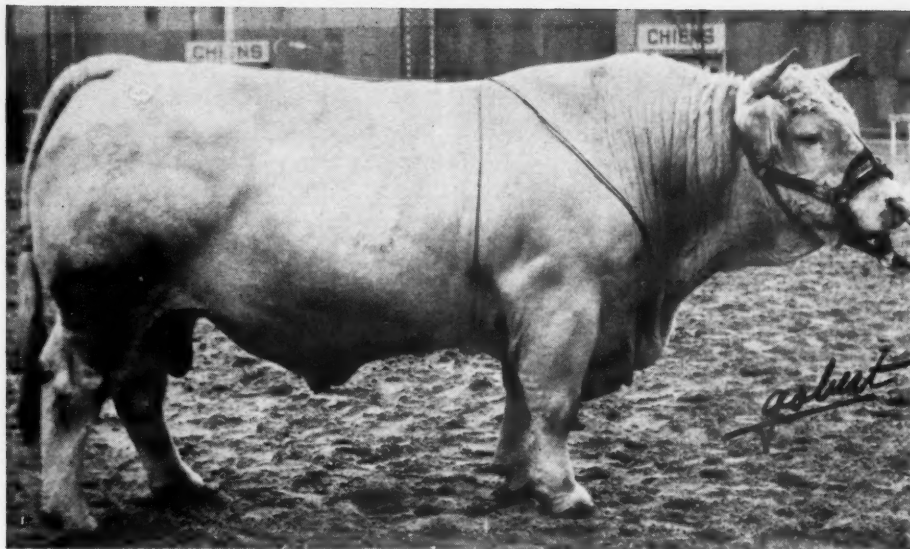
A breakdown of the total offered includes 277 horned Herefords, 45 Polls, 69 Shorthorns and 43 Angus, consigned by 101 breeders operating in nine western states.

Frank and Margaret Day, Hereford breeders from Montague, Calif., are donating a bull to be sold for the March

of Dimes on Feb. 4; and a vaudeville show, matinee and evening, has been set for the 3rd.



This roan Shorthorn was the reserve grand champion steer in the 1955 International Livestock Exposition at Chicago. The animal is owned by the University of Kentucky.



The Charollaise Beef Look

By J. W. Mantz

PROPOSERS OF THE CHAROLLAISE, a French breed of beef cattle, offer the following qualifications for their favorite: More size for age, high quality meat, ability to fatten at any age and to stand hot weather, high resistance to pinkeye, cancer eye and other common animal diseases. They also report the animals provide an abundance of milk for their calves, are excellent breeders and have a very high dressing percentage.

The Charollaise originated in central France during the early 18th century and was bred for both beef and work. As feed grains were extremely scarce in the native country, the cattle were bred to fatten on pasture and the cows were carefully selected for their ability to produce sufficient milk to make calves grow rapidly.

Bans on the direct importation of cattle into the United States because of the foot-and-mouth disease threat make the breed a comparative newcomer to the American scene, the first herd being imported to the States from Mexico in 1920. First American breeders were Fred W. Turner of Weslaco, Tex. and Earl Thomas, Raymondsville, Tex. Others interested during the early 20's were the King Ranch, C. M. Frost Ranch, both of Texas, and Winston Guest, a Virginia stockman.

The Charollaise are well proportioned, with legs slightly longer than Shorthorn, Angus and Hereford breeders regard as practical. The hide is white, the back straight, the muscles bulging and well formed. Though the animals are horned, they are reported to have a calm, gentle disposition—helpful, of course, when they are being handled.

Characteristics cited for the breed by its admirers are rapidity of growth,

ease of finishing, good flavor and quality in flesh and high gain-per-day potential in the feedlot. The meat is interlaced with more fat than in the English breeds but with less fat beneath the skin. The cows average from 1,600 to 1,800 pounds, the bulls from 2,200 to 2,700. Good rustlers, they do well under adverse weather conditions. Net yield runs from 60 per cent in ordinary cases to as much as 68 per cent in select, well fattened animals. The thick, supple hides make leather of fine quality, a 2,200-pound steer producing about 132 pounds of green hide.

The prepotent Charollaise is said to transmit its white color, fattening ability, abundant milk and flesh quality when mated with other breeds. For example, an 850-pound Jersey cow was bred to a Charollaise bull near Salinas, Calif. The resultant half-breed cow weighed 1,280 pounds. The hybrid was bred to a Charollaise bull and the three-quarter Charollaise, one-quarter Jersey steer she produced weighed 1,260 pounds at 21 months of age. Its carcass tipped the scales at 744 pounds, the dressing percentage was 58.5 and graded commercial.

CREEP-FEEDING STUDY

The Oklahoma Agricultural Experiment Station at Stillwater has issued a pro-and-con report on Creep-Feeding Spring Calves, the title of its Bulletin B-462. Four years of study (1951-54) showed it to be more profitable to full-feed fattening rations in drylot to steers which had not been creep-fed than to those not creep-fed, when fattened to a grade of approximately U. S. choice. Creep-fed steers made slower, less economical gains. Heifers which had been creep-fed and those which had not were of equal weight at the end of the wintering period,

in which they were fed prairie hay and cottonseed cake. Heifers gaining most in summer gained least in winter.

Used in the experiments were 197 beef calves dropped in February and March by high quality grade Hereford cows grazing native grass pastures of abundant forage. Creep-feeding increased gain about 45 pounds per calf; these calves were fatter at weaning, but their value per pound as feeders was little if any higher than for similar calves not creep-fed. Their slaughter price per pound was always higher, but never higher than the feeder value. Creep-feeding did not increase profit of calves sold as feeders. If creep-fed calves are not high quality feeders their highest selling value will be for slaughter, in which cases creep-feeding increases profit.

Mexican Cattle Situation

Meat production in Mexico in 1955 was considerably lower than in 1954. There were severe drought during the first part of the year there and excessive rains and floods since July, resulting in heavy livestock losses and difficulties in moving animals to slaughterhouses. Total 1955 meat production is estimated at 563,200 short tons—8 per cent under 1954. Pork production was up about 4 per cent, but beef was down 12 per cent; mutton and goat meat was also down somewhat.

Pastures are currently in good condition. Cattlemen of the state of Sonora, a leading cattle export state, have a program for repopulating their range by importing 100,000 cows and heifers and 10,000 bulls from the U. S., but they must work out financing.

Quota for exports of cattle and beef from Mexico in 1956 is not yet announced but because of prevailing shortage is expected to be lower than the 331,000 head (both on the hoof and meat) authorized in 1955, of which 215,000 head, live, had been exported by the end of September. Exports of beef through Oct. 10 are estimated to represent 56,000 head of cattle—a total of 271,000 against a quota of 331,000.

Mexican and U. S. banks have joined to help Mexican ranchers buy breeding cattle in this country. An Arizona bank has committed \$1 million for loans to cattlemen in the State of Sonora, and a Mexican government financial agency is guaranteeing the loans. Cattle groups in other parts of Mexico are reported negotiating for similar loans. The desire to buy heifers and bulls here is based on a shortage of good breeding stock in northern Mexico; the U. S. is that area's best customer for steers (only kind of live cattle allowed to come into this country from Mexico.) Droughts have depleted breeding cattle numbers below the border; cattlemen there are now trying to restock—and with better animals.

AMERICAN CATTLE PRODUCER

Change Made On Hide Buying Order

Efforts of the American National and other organizations have resulted in getting nullified a recent order which would permit foreign countries to buy hides and skins in the world market with American aid dollars.

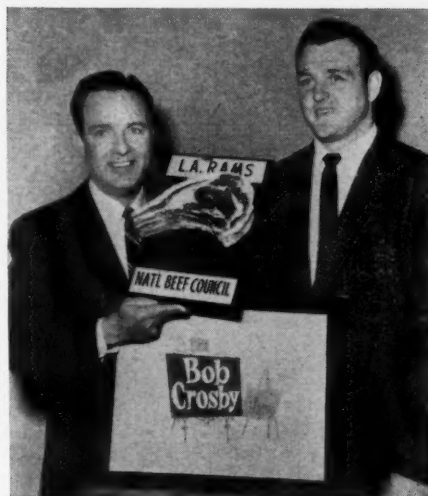
The secretary of agriculture has designated hides and skins as surplus agricultural commodities in order to make them eligible for financing under Public Law 480 (making it mandatory for purchases to be made in the United States).

Other groups that worked to get these ICA purchase restrictions put into effect included the California Cattlemen, Western States Meat Packers and the National Hide Association.

HELPFUL TAX GUIDE

The Internal Revenue Service's Publication No. 225, "Farmer's Tax Guide," is a helpful little volume to have around at this time of year. County agents and district Internal Revenue Service offices should have copies.

Beef Boosters



Bob Crosby, popular CBS-TV network television star, presents a National Beef Council plaque to the captain of the Los Angeles Rams, star pro football team. As he did so, he asked the brawny captain, "What single factor accounts most for your good health?" The reply: "I guess I'd say beef. I and all the boys eat a lot of beef—keeps us in trim."

The program, which took place Dec. 15, was arranged by the National Beef Council; it was telecast over 109 stations and tuned in on 2,400,000 sets, with a viewing and listening audience of more than 4,000,000 persons.

Food Cost Report

On December 30 Agriculture Secretary Benson released a special USDA report, "Marketing Costs for Food," which summarizes recent trends in food marketing costs and in the distribution of the consumer's food dollar.

The secretary noted that the spread between farm and retail prices of food has increased 83 per cent since 1945. This, says the report, has been a primary factor in the decline in the farmer's share of the consumer's retail food dollar from a record high of 53 per cent in 1945 to an average of 41 per cent in 1955.

The spread has widened primarily, according to the report, because of the substantial increase in all costs of performing marketing services since 1945. Wage rates are up almost 100 per cent over 1945, freight rates and other costs up about two-thirds. Property taxes have gone up. Actual labor costs have not increased as fast as wage rates, because output per man-hour has increased.

As a percentage of the sales dollar, profits of food marketing firms have shown no marked trend in recent years. Profits shown have been due primarily to increased volume of food sales.

The nation's food marketing bill is shown to have increased from \$9 billion in 1940 to \$32 billion in 1955.

A Bargain in Bulls!!!

RED BLUFF, CALIF. Feb. 2-3-4

434 Head

277 Horned Herefords, 45 Polls, 43 Angus, 69 Shorthorns

All Service Age—Ample Size for Age—Ranch Inspected

Sale Sifted and Graded

"THE RED BLUFF TYPE"

For Catalogs, Reservations, write or wire BULL SALE COMMITTEE, Box 687, Red Bluff, Calif.

Personal Mention

Members of the California Cattlemen's Association honored a fellow cattleman when they selected **Hubbard Russell** of Cuyama to receive the G. F. Swift award during the annual convention in Red Bluff. He was given recognition for his work through the years in behalf of the industry; for his strong support of the beef promotion campaign, and for his assistance in getting proper credit agencies established for agriculture.

He is a charter member of the California Cattlemen's Association, a former president of that group and also of the American National.



A. R. Leathers, plant manager of Swift & Company, San Francisco, right, presents Founder's Award to **Hubbard Russell** at California meeting.

Danny Freeman of Prescott, Ariz. is the new president of the American Society of Range Management, to be sworn in at the January meeting in Denver.

Field Bohart of Colorado Springs has been appointed to a three-year term on the Wichita Farm Credit District board of directors.

C. L. Cross was chosen at the annual meeting of the Georgia Livestock Association last month to receive the Swift Founder's Award as an outstanding member-stockman and good neighbor. He has raised Herefords since 1943 and operates the Josuli Farms near Colquitt.

Meat packer **Thomas E. Wilson** has been honored by the board of directors of the National Live Stock and Meat Board which named him the first honorary director the board has ever had. Mr. Wilson has served the board as both director and chairman.

E. D. Seldin, Kersey, Colo., Angus breeder, has been named "Stockman of the Year" by the Record Stockman at Denver. He is the 13th winner of the annual award, which will be presented during the National Western Stock Show.

Waldo E. Forbes: The Sheridan, Wyo. rancher died after a lengthy illness, in Boston. Mr. Forbes headed the Red Angus Association of America, which he helped found two years ago.

R. H. "Bob" Morrell: Mr. Morrell, who resided at Colfax, Wash., and was

the president of the Whitman County Cattlemen's Association, suffered a fatal heart attack in mid-December.

Howard Schnell: One of the West's leading livestock auctioneers, died last month in a plane crash near Hermosa, S. D. Mr. Schnell, who was 30, lived at Dickinson, N. D.



it is a definite step in the right direction—but those diverted acres if allowed to be used for livestock almost assuredly spell disaster for the livestock producer. Let these acres be put into legumes and grasses, but let them remain idle.

We are having our share of winter here. It has been very cold, with about six inches of snow piled into drifts four feet deep by a vicious wind the past few days. We are seeing continued heavy runs of livestock here at the local auction, even though the usual season is over. This is probably due to shortage of feed in many cases, as it was quite dry here this year—**Harold Twito**, Corson County, S. D.

JERSEY REPORT—Beef cattle production for home consumption and deep freeze (home style) refrigeration is very popular. Corn on the cob can be bought for \$1.25 a bushel, hay (good and bright) for \$30 a ton. The corn is ground with cob and supplement, Stibestrol or other, added. Cattle are fed for 100 days and then locally slaughtered. This makes inexpensive good quality beef available at around 50 cents a pound for a side. Women are getting to use odd cuts of meat they never saw before. Looks like a cold winter for a change. —**Read Perkins**, Burlington County, N. J.

Research workers at the University of Idaho college of agriculture, including personnel at seven branch stations, are holding a Jan. 9-13 conference at Moscow.

THE COVER



A Charles Belden picture that shows winter grazing can be pretty tough.



- Jan. 13-21—Golden Anniversary National Western Stock Show, Denver, Colo.
- Jan. 19-20—Convention, Mississippi Cattlemen's Assn., Jackson.
- Jan. 23-26—91st convention, National Wool Growers, Ft. Worth, Tex.
- Jan. 26-28—13th annual meeting, Alabama Cattlemen's Assn., Montgomery.
- Jan. 26-28—Convention, Arizona Cattle Growers, Tucson.
- Feb. 3—Oklahoma Cattlemen's Assn. convention, Oklahoma City.
- Feb. 10-19—7th annual San Antonio Livestock Exposition, San Antonio, Tex.
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- Feb. 13-15—Western States Meat Packers Assn., San Francisco.
- Feb. 14-15—Tennessee Livestock Assn. convention, Nashville.
- Feb. 16-17—Utah Cattle & Horse Growers Assn. convention, Salt Lake City.
- Feb. 16-17—Convention, Louisiana Cattlemen's Assn., Shreveport.
- Feb. 22-Mar. 4—Houston Fat Stock Show, Houston, Tex.
- Mar. 1—Corn Belt Feeders meet, Sioux City, Iowa.
- Mar. 5—National Farm & Ranch Congress, Denver.
- Mar. 22-23—Convention, Idaho Cattlemen's Assn., Pocatello.
- Mar. 24-28—Grand National Junior L. S. Exposition, San Francisco.
- Mar. 25-27—42nd annual convention, New Mexico Cattle Growers, Albuquerque.
- June 4-6—North Dakota Stockmen's Assn. convention, Minot.
- June 7-9—65th convention, South Dakota Stock Growers Assn., Deadwood.

FEDERALLY INSP. SLAUGHTER

	(In Thousands)			
	Cattle	Calves	Hogs	Sheep
Nov. 1955	1,662	700	6,857	1,162
Nov. 1954	1,602	694	5,841	1,160
11 Mos. '55	17,438	6,866	54,046	13,229
11 Mos. '55	16,894	6,934	46,775	12,980

COLD STORAGE HOLDINGS

	(Thousands of Pounds)			
	Nov. 1955	Oct. 1955	Nov. 1954	Nov. Avg.
Frozen Beef	150,900	113,683	149,763	166,604
Cured Beef	10,305	9,026	8,518	9,899
Total Pork	304,948	205,197	340,874	326,972
Lamb, Mutton	10,303	9,569	8,518	11,848
All Other Meat	134,087	116,172	138,733	127,758

WHOLESALE DRESSED MEATS

	(Chicago)	
	Dec. 27, 1955	Dec. 21, 1954
Beef, Prime	\$34.50 - 37.00	\$45.00 - 48.00
Beef, Choice	32.00 - 35.50	42.50 - 45.50
Beef, Good	27.00 - 32.00	37.00 - 40.00
Beef, Comm.	25.00 - 29.00	31.00 - 34.00
Veal, Prime	41.00 - 44.00	40.00 - 43.00
Veal, Choice	31.00 - 40.00	33.00 - 39.00
Veal, Good	26.00 - 36.00	27.00 - 35.00
Lamb, Choice	31.00 - 37.00	37.00 - 40.00
Lamb, Good	30.00 - 33.00	35.00 - 38.00
Pork Loin, 8-12#	28.00 - 30.00	38.00 - 40.00

CHICAGO LIVESTOCK PRICES

	Dec. 27, 1955	Dec. 21, 1954
Steers, Prime	\$19.50 - 24.00	\$28.50 - 32.50
Steers, Choice	17.50 - 22.25	24.50 - 29.50
Steers, Good	15.00 - 19.25	19.50 - 25.00
Cows, Comm.	11.00 - 12.50	10.25 - 13.00
Vealers, Ch.-Pr.	23.00 - 27.00	21.00 - 23.00
Vealers, Cm.-Gd.	15.00 - 23.00	15.00 - 21.00
F.&S. Strs., Gd.-Ch.	15.25 - 21.25	18.50 - 23.50
F.&S. Strs., Cm.-Md.	10.00 - 16.25	11.00 - 18.50
Hogs (180-240#)	10.75 - 12.35	17.25 - 19.25
Lambs, Gd.-Ch.	17.25 - 18.25	18.50 - 20.00
Ewes, Gd.-Ch.	5.25 - 7.00	5.50 - 6.50